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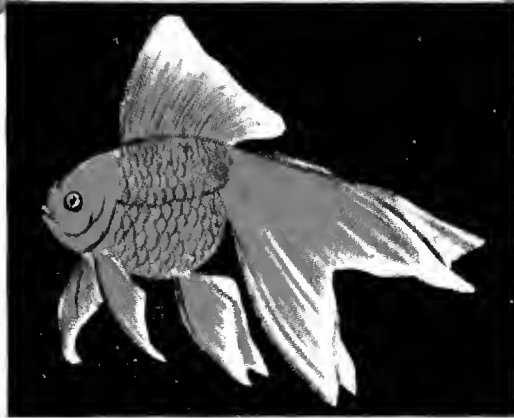
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The Goldfish Pool

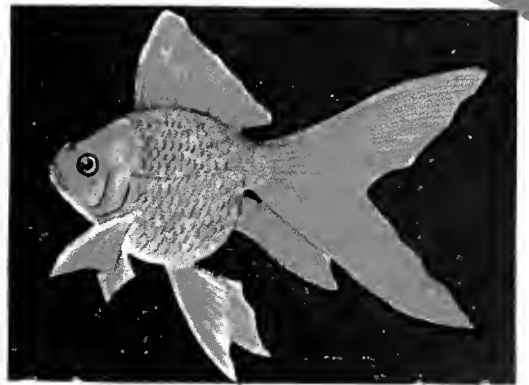
"The Most Interesting Spot in the Garden"



BLACK AND GOLD COMET



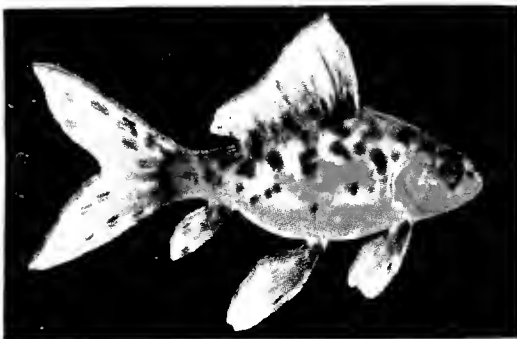
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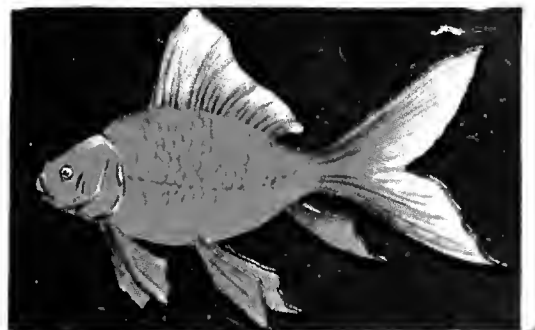
NYMPH



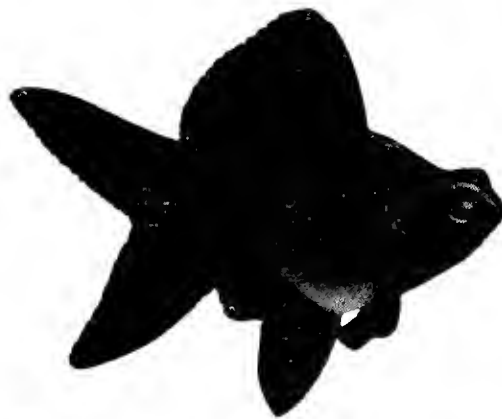
*Be Thrifty—
But treat your Goldfish well!
—Use LAKEVIEW Foods.*



SHUBUNKIN
The "Calico" Goldfish



COMMON GOLDFISH



CHINESE MOOR
The "Black Velvet" Goldfish

1940

"Forty-Eighth Year"

30 CHOICE FISH

as shown here (five of each kind), all choice 4 to 5 inch size adult fish, old enough to spawn. Also 6 Water Hyacinths and 1 big 8-ounce can LAKEVIEW Goldfish Food For Pools. Collection No. G-8.

Value \$8.70

All for only \$5.85

(F.O.B. Cincinnati)

LAKEVIEW AQUATIC FARMS

(LAKEVIEW PONDS)

ESTABLISHED 1892

R.C. DOLLE (OWNER)

MT. AIRY, CINCINNATI, OHIO



Lakeview Water Lilies

This photograph shows the remarkable development which can be expected from a massed planting of our fine Water Lilies. Six Hardy Water Lilies and six Tropical Water Lilies will produce the magnificent display shown here at moderate cost. (A fully matured Water Lily will cover from 3 to 6 feet diameter of water surface.)

We grow and ship only the best aquatics obtainable, and are sure you will be well pleased if you send us your order.

Blue Ribbon Collections

THREE FINEST HARDY LILIES

Gladstone—Magnificent white
Rose Arey—Best Pink
Sunrise—Best Yellow

(As described on page 4)

Collection No. L14

(Value \$4.50)

Postpaid

\$3.20

THREE BEST TROPICALS

Blue Beauty—Most popular day bloomer
General Pershing—Choice double pink
day lily

Emily G. Hutchings—Gorgeous deep rose
night bloomer

Collection No. TL7

(Value \$5.50)

Postpaid

\$4.10

SUNSET COLLECTION

Four choice Hardy Water Lilies in harmonious sunset colors.

James Brydon—Red
Commanche—Apricot
Chromatella—Yellow Gold
Rose Arey—Deep Rose

Collection No. L15

(Value \$6.25)

Postpaid

\$4.50

"AMERICA'S OLDEST FANCY GOLDFISH FARM"
R. C. DOLLE, Owner

5579 COLERAIN AVE. (U. S. ROUTE 27)
MT. AIRY, CINCINNATI, OHIO

Name.....
(PLEASE PREFIX MR., MRS., OR MISS)

Street, P. O. Box or R. F. D. _____

Post Office _____

Express Office (IF DIFFERENT FROM P. O.)

STATE HERE WHEN YOU WOULD LIKE US TO SHIP
SHIP

State.....

Make Checks payable to Lakeview Ponds.
More Order Blanks will be sent on request.
Please write letters on separate sheet.

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| STAMPS | | | |
| CASH | | | |
| M. O. | | | |
| CHECK | | | |
| FISH AND SCAVENGERS | | | |
| HYACINTHS | | | |
| AQUATIC PLANTS | | | |
| LILIES | | | |
| NURSERY | | | |
| SUPPLIES | | | |

FORM 40 D

PLEASE DO NOT WRITE IN ABOVE SPACE

AMOUNT ENCLOSED STATE WHETHER P. O. MONEY ORDER, EXPRESS MONEY ORDER OR CHECK \$

***NOTE:** ALL FISH MUST BE SHIPPED BY EXPRESS. WHEN PLANTS ARE ORDERED WITH FISH THEY WILL BE FORWARDED IN THE SAME SHIPMENT WITH GOLDFISH WHENEVER POSSIBLE. IF PLANTS ONLY ARE ORDERED THEY MAY BE SENT BY PARCEL POST IN WHICH CASE ADD SUFFICIENT FUNDS TO COVER THE POSTAGE.

WATER HYACINTHS ARE SHIPPED FROM FLORIDA BY EXPRESS ONLY.

[illegible]

SUBSTITUTES: 1. IF OUT OF ANY ITEM ON THIS ORDER YOU MAY SUBSTITUTE A SIMILAR ITEM PROVIDED IT IS OF
EQUAL OR BETTER QUALITY AND VALUE _____ ☐
2. PLEASE DO NOT SUBSTITUTE WITHOUT NOTIFYING ME _____ ☐
(Mark X in one of the above places) (Over)

LAKEVIEW PONDS Cincinnati, Ohio

ORDER SHEET - Continued

| QUANTITY | DESCRIPTION | AMOUNT |
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| | GROSS AMOUNT OF ORDER | |
| ADD HERE | { 50c for Shipping Can if Fish Order is \$4.00 or less. Postage for Plants and Supplies to be sent Parcel Post. | { AMT. EXTRA ENCLOSED |
| | THANK YOU! | TOTAL |

WE CANNOT SHIP C.O.D. UNLESS ONE HALF CASH IS SENT WITH ORDER TO INSURE ACCEPTANCE.

I HEREBY AGREE TO RETURN YOUR SHIPPING CANS PROMPTLY BY PREPAID EXPRESS FOR WHICH I UNDERSTAND THE CHARGES ARE 20C FOR EACH CAN, AND WHICH I WILL PAY THE EXPRESSMAN.
(DO NOT RETURN BY FREIGHT)

We require this signature on orders for fish amounting to over \$4.00, for which we use special shipping cans at no extra charge to you if promptly returned.

SIGNED

| DOMESTIC PARCEL POST RATES | | |
|---|-------------------------------|--|
| On Seeds, Plants, Bulbs, Roots, Books, Tools, etc., within the U. S. and Possessions Effective October 1, 1932 | | |
| | First pound or fraction | Each additional pound or fraction |
| Local — Cincinnati, Ohio..... | 7c | 1c (2 lbs.) |
| First and Second Zone, within 150 miles of Cincinnati..... | 8c | 1.5c |
| Third Zone, within 150 to 300 miles..... | 9c | 2c |
| Fourth Zone, within 300 to 600 miles..... | 10c | 3.5c |
| Fifth Zone, within 600 to 1000 miles..... | 11c | 5.5c |
| Sixth Zone, within 1000 to 1400 miles..... | 12c | 7c |
| Seventh Zone, within 1400 to 1800 miles..... | 14c | 9c |
| Eighth Zone, all over 1800 miles..... | 15c | 11c |

NOTE: PERISHABLE SHIPMENTS CANNOT BE INSURED BY PARCEL POST EXCEPT IN 1ST, 2ND, AND 3RD ZONE. ADD 5 CENTS FOR INSURANCE ON VALUES \$5.00 OR LESS AND 10 CENTS FOR VALUES \$5.01 TO \$25.00. WE PREFER TO SHIP BY EXPRESS COLLECT IF AGREEABLE TO YOU.

THANK YOU!

LAKEVIEW PONDS.

R. C. DOLLE

A FEW WORDS
ABOUT

LAKEVIEW PONDS

... "America's Oldest
"Fancy Goldfish Farm"

OUR BUSINESS was established in 1892. Today, as a result of nearly 50 years' experience, we can give you quality products that are unsurpassed and which are sure to please you. The building shown here is a complete modern unit affording us facilities for year 'round shipping of Goldfish and Aquatic Plants, and other items as they are in season. It contains our Office, Shipping Room, Display Tanks, Storage Rooms, and a Greenhouse for Tropical Water Lilies and Tropical Fish. We carry one of the most complete assortments of Water Garden Supplies in the U. S.



The sketch below shows location of the entrance to our main farm at 5579 Colerain Ave. (Ohio U.S. Route 27), opposite the Church of The Little Flower, in Mt. Airy, a suburb of Cincinnati. We are only eight miles northwest of Fountain Square, on a fine, new boulevard (Route 27). Open daily, 8 A.M. to 5:30 P. M. Sundays and holidays, from March 15th to June 30th,

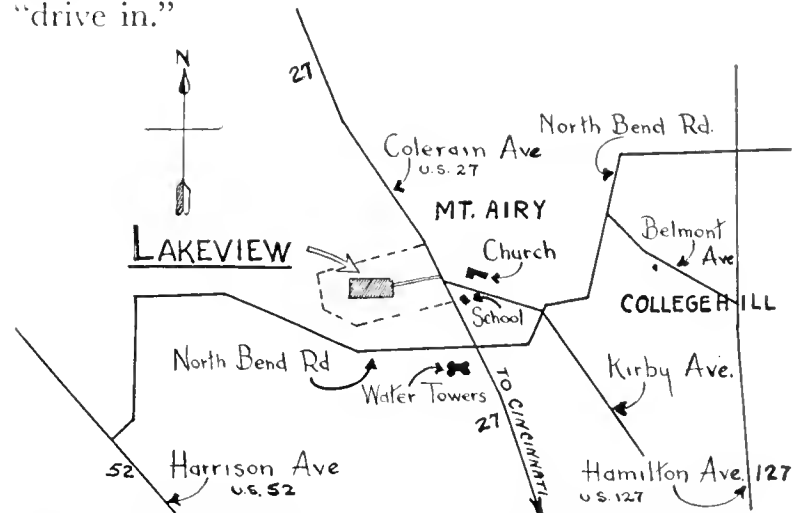
same hours. Other Sundays and holidays, 9 to 10 A.M. Our telephone is KIrby 2036. We will be glad to see you at "Lakeview" and you will find ample parking space near the building—just "drive in."

To Our Customers and Friends:

With this new Edition of "THE GOLDFISH POOL" we at LAKEVIEW greet our many Customers and Friends throughout the United States, and we wish to express our appreciation for your valued patronage. We list many new, attractive and inexpensive items and we suggest that you place your orders as early as you can, so that shipments may be reserved and made at the proper time.

If we can help you in any way, please feel free to visit our farm or to write us.

Sincerely yours,
LAKEVIEW PONDS.



Sketch showing Driveway Entrance to LAKEVIEW at 5579 Colerain Ave., Ohio U. S. Route 27

Use Rock Plants Around Your Pool



This photograph shows a beautiful Pool well planted with lovely Water Lilies and built in a most charming Natural setting. The high ground to the right has been converted into a very fine Rock Garden.

MANY Goldfish Pools are built as a part of, or in conjunction with, a Rock Garden, and indeed these two forms of Gardening do blend most harmoniously in certain settings. We offer some of the best species of small hardy plants suitable for growing among rocks, in a rock garden, or around the edge of your pool. They are well developed, strong plants, nearly all two years old.

ALL PLANTS LISTED BELOW ARE 5 for \$1.00 or \$2.00 per doz. (Delivery charges extra.)

ACHILLEA The Pearl — Yarrow. Pure white double flowers all Summer.

ARABIS—(Rock Cress). Pure white flowers in dense masses.

DIANTHUS—(Sweet William). Produces small flowers like carnations. Various colors.

DIANTHUS Deltoides — (Maiden Pink). Beautiful little rock or border plant bearing many small crimson flowers in June and July.

DWARF IRIS—Assorted colors: white, yellow and lavender.

GYPSOPHILIA Repens — (Baby's Breath). Pretty trailing plant with many white flowers in mid-summer.

IBERIS—(Candytuft). Dark mats of evergreen foliage; white flowers in May.

MYOSOTIS Palustris Semper Florens—(Forget me not). Pretty little border plant. Blue.

PLUMBAGO Larpentae—Small and spreading. Blue flowers Summer and Fall.

PRIMULA—Veris Hybrids, mixed. Hardy primrose. Various shades. Hardy and vigorous.

SEMPERVIVUM Tectorum—(Hen and Chickens). Hardy rosette, thick green leaves with reddish tips.

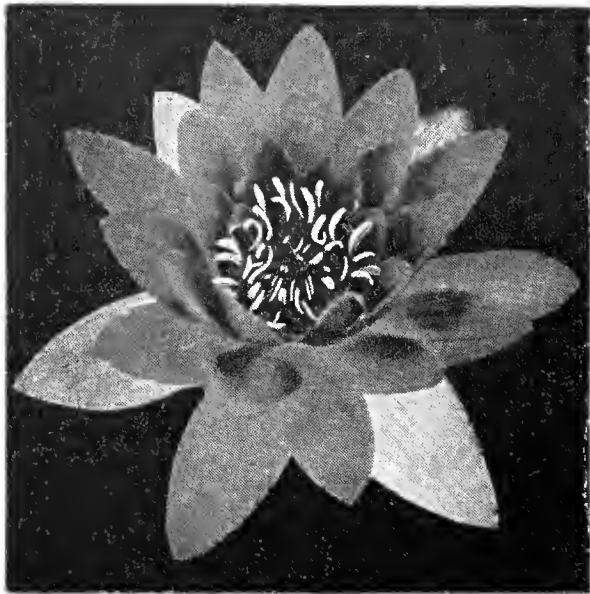
VIOLA—(Tufted Pansy). Lovely small edging plant producing continuous bloom of deep violet color.

Collections of Rock Garden Plants

7 assorted Rock Plants (Tagged). Our selection from choice varieties..... **\$1.00**

Hardy Water Lilies Will Beautify

Lakeview Water Lilies Are Sure To Please



"ATTRACTION"
Finest Red Hardy Water Lily

ONE or more specimens of the Hardy Water Lilies (Genus *Nymphaea*) should be in every pool. Fish and plants belong together and each profits by the other's presence. Lily leaves shade the Goldfish on hot Summer days, and the fish in turn reciprocate by eating up the bugs as rain (or your hose) washes them from the surface of the leaves. Water Lilies will adjust themselves to small changes in water level. If their general requirements of rich soil, shallow water and sunny location are met, very little attention will be necessary thereafter.

The varieties we list here are quite hardy and well adapted for pools or ponds. They begin to flower very early in the season. In our vicinity blooms begin to appear in April and continue steadily until October. All lilies properly tagged when shipped.

WHITE

ODORATA—A native American Water Lily. It is a vigorous, prolific grower and has especial merit in outdoor ponds. Being the most inexpensive of lilies, it is a good variety to experiment with or to plant where quantity is needed for effect. Flowers are pure white and quite attractive.

40c each.

WHITE PYGMY—A dainty Hardy White from China. Produces many small flowers, size 1½" to 2" diameter. Leaves are small, dark green mottled with brown on top, red underneath. A very desirable lily for small or large pools.

\$1.50 each.

MARLIAC WHITE (Albida)—A very desirable white lily. The stamens are light yellow, sepals touched with pink, blooms continually through the season. Leaves are light green on top, dark red underneath while young. Beautifies any pool.

1.00 each.

GLADSTONE—This is one of the finest pure white lilies. It bears an abundance of dazzling white flowers, 6" to 8" in size, having broad petals and yellow stamens. It is a very strong grower.

\$1.25 each.

GONNERE—A new, free blooming variety characterized by large snow-white flowers with such a wealth of petals that the lily resembles a giant snowball. Stamens light yellow. Leaves light green.

1.50 each.

YELLOW

YELLOW PYGMY—Similar to white pygmy but a vivid gold in color. Free flowering and well suited for tub gardens or for pools.

\$1.00 each.

MEXICANA—A hardy lily with a unique method of reproduction by runners. It also forms bunches of small bulbs (shaped like tiny bananas) which enable it to resist freezing and drying up after a season's growth. We recommend it for its curious habits. It is a shy bloomer but will do well in large, shallow lakes or ponds. Flowers are light yellow. Leaves dark green with red blotched undersurface.

40c each.

CHROMATELLA—This is considered one of the finest hardy yellow water lilies that is grown. Canary yellow petals, deep yellow stamens and beautiful mottled green and brown leaves. A prolific bloomer until frost.

1.00 each.

SUNRISE—An enormous and very fine yellow of recent introduction. As its name suggests, Sunrise is an early bird among the water lilies and opens its large Chrysanthemum shaped flowers early in the morning. Petals are long, narrow and crinkly, leaves very oval with wavy edges colored dark green above and red flecked with dark red brown below. This is an aristocrat of Hardies.

1.50 each.

PINK

ODORATA ROSEA—A vigorous fragrant lily native to Cape Cod. Flowers are 5 to 6 inches across and a delicate pink color.

75c each.

W. B. SHAW—A magnificent strong growing fragrant lily of a rich, clear, rose pink color which blooms continually. (Darker pink than *Odorata Rosea*.)

\$1.00 each.

HELEN FOWLER—A freely flowering deep pink lily, bearing flowers on a stiff stem above water. It is the best hardy pink lily for cut flowers and is suited to a small pool or tub, as leaves are not large.

\$1.25 each.

PINK OPAL—A new variety and a small jewel of color. Pink Opal bears deep, rich pink, full, cup-shaped flowers held a little above water. It is good for cutting and well suited for very small pools.

\$1.00 each.

MARLIAC ROSE—Beautiful flesh pink variety of French origin. Very satisfactory and prolific bloomer. Fragrant, cup-shaped flowers.

\$1.25 each.

ROSE AREY—A beautiful deep cerise pink, large flowers with pointed petals. One of the choicest pink Hardies grown. Flowers up to 8" across at times.

\$1.50 each.

EUGENIA DELAND—A new light pink variety of the *Odorata* type (long horizontal tuber). Petals are pointed dark pink at base lighter at tips. Vigorous, easy to grow and very desirable.

\$1.50 each.



ROSE AREY—This photograph taken at "LAKEVIEW" shows the distinctive pointed petals of this choice dark pink hardy lily. It is a beauty.

Every Pool or Pond!

APRICOT (Changeable Color)

AURORA—A changeable color, as its name implies. It varies from amber yellow to red orange and then deep red the third day. It is semi-dwarf in habit and suited for confined pools or tub gardens.

1.00 each.

PAUL HARIOT—A very choice lily suited to small spaces bearing an abundance of flowers. The first day they are a light yellow, then change to rose pink and then to a deep copper red. Flowers of different ages present a different appearance. This lily does well nearly anywhere.

1.00 each.

COMMANCHE—The largest and finest of the changeable hue apricot colored varieties. Vigorous, free flowering and with the unusual habit among hardy lilies of holding its flowers above water.

1.25 each.

RED

JAMES BRYDON—This is one of the best of the earlier American varieties and still unsurpassed. Flowers are large, cup-shaped, full petaled and of brilliant rosy crimson color. Leaves are very ornamental and the plant is vigorous and free flowering.

1.50 each.

CONQUEROR—A very prolific bloomer, bright red color with inside of sepals white. Similar to Attraction, but lighter red.

1.50 each.

GLORIOSA—Flowers are dark carmine red, beautifully formed and very fine for cutting, as they will open four or five days when floated in a bowl (as all water lily blossoms should be shown when cut). Flowers are delightfully fragrant and are produced continuously throughout the season. The leaf spread of Gloriosa is smaller than "Attraction," but its flowers nearly as large, so that it is better adapted to smaller spaces than "Attraction."

1.75 each.

ATTRACTION—This is one of the Aristocrats among Water Lilies. For several years no lily has been more greatly admired at LAKEVIEW than a group of Attraction lilies which are continually in bloom with gorgeous dark red flowers 6" to 8" in diameter. The dark red of the petals is a stunning background for the striking yellow center and stamens of the flower. The blossoms of "Attraction" are among the finest hardy water lilies used as cut flowers.

\$2.25 each.

RED LAYDEKER (Laydekeri Fulgens)—A new hardy lily of small size with very attractive rich red flowers, having fiery red stamens.

\$1.50 each



PAUL HARIOT—Notice the splendid leafage and the compactness of these two-year-old plants. Photographed at "LAKEVIEW."



JAMES BRYDON—A beautiful dark red Hardy, characterized by its lovely cup-shaped flowers and rounded buds. Leaves are dark red-green. Photographed at "LAKEVIEW."

MONEY-SAVING COLLECTIONS OF HARDY WATER LILIES

"BEGINNERS" COLLECTION No. L1

Odorata, Chromatella, and Paul Hariot. Three hardy lilies, a white, a yellow, and a pink.

\$1.65

Special Price for Collection, Postpaid

"RED AND GOLD" COLLECTION No. L2

JAMES BRYDON—Choice Hardy Red
SUNRISE—

Choice Hardy Yellow.

\$2.65

Special Price for Collection, Postpaid

"RED, WHITE AND GOLD" COLLECTION No. L3

JAMES BRYDON—Choice Hardy Red

GLADSTONE—Choice Hardy White.

CHROMATELLA—

Choice Hardy Yellow.

\$3.65

Special Price for Collection, Postpaid

MONEY-SAVING COLLECTIONS OF HARDY WATER LILIES

A charming Informal Water Garden may be created at very moderate expense. Collection No. L-9 contains one of each from the three beautiful Hardy Water Lilies listed below:

CHROMATELLA. Yellow.

ROSE AREY. Pink

GLADSTONE. White.

3 Choice Lilies

COLLECTION No. L9

Postpaid

\$2.50

HARDY WATER LILIES For Ponds, Lakes, Parks, etc.

We can supply strong growing tubers of several varieties of Water Lilies especially adaptable for planting around the edges of lakes, etc. These are sold by colors (mixed varieties) and are available in white, pink, apricot or yellow. Not less than 12 of a color at these prices.

One Dozen \$6.50.

Two Dozen or more Assorted Colors, Per Dozen \$6.00.

This Year—Buy at least one of these

Gorgeous Tropical Water Lilies

EACH year this group of magnificent flowers becomes more popular. Garden lovers often strive hard with other plants to receive their reward of only a few flowers. Here what rich rewards await the Water Gardener! These plants are the Aristocrats of the Water Garden; their numerous flowers the most gorgeous of all aquatics, and success always follows when simple requirements are fulfilled. See our planting instructions.

There is no Hardy blue water lily, but there are many blue Tropicals. These are the so-called "Tender" lilies of vivid color. Being natives of the Tropics, they cannot survive frost and winters in our climate, but bloom wonderfully during the Summer. They are supplied AFTER JUNE 1st as potted plants and are best treated as annuals, to be replaced yearly. They bear their flowers on stout stems well above water, are very free flowering, and may be used as cut flowers. (Flowers open and close each day.) They will bloom steadily from the middle of June until frost.

Buy at least one Tropical water lily for your pool! Even though you consider it an annual and that it will last but one season, you will be rewarded with many exotic flowers from June until frost! Our Tropical Lilies are all strong plants and we are sure they will please you.



This photograph shows the wealth of gorgeous flowers which are produced by the fine Tropical Water Lilies. Notice also how the flowers stand proudly above the water.

BLUE RIBBON COLLECTIONS OF TROPICAL WATER LILIES

BLUE BEAUTY AND MRS. GEO. PRING—Two of the finest day-blooming Tropical Lilies obtainable. Colors deep sky-blue and pure white. Magnificent large flowers.

Collection No. TL6 (Value \$4.00) **\$2.95**
Postpaid

"GORGEOUS NIGHT" COLLECTION No. TL3

Two modern night bloomers which make a charming couple.

H. C. HAARSTICK—Stunning new red.

MISSOURI—Best white.

Special Collection Price, Postpaid, \$3.50

BLUE AND PURPLE

AUGUST KOCH (*)—A vigorous lavender day bloomer. A viviparous lily producing a profusion of flowers 7 to 8 inches across, which remain open four to six days. One of the finest blues. **\$1.50 each.**

BLUE BEAUTY (or Pennsylvania) — This is perhaps the largest selling blue Tropical Water Lily grown. Color, deep blue, blooming during the day—flowers up to 12 inches diameter and many of them.—Yellow stamens and leaves slightly speckled with brown. **\$1.75 each.**

PANAMA PACIFIC (*)—This is one of the most popular Water Lilies, and well suited to small pools. It is of medium size, very free flowering and can be used for blooming in conservatories during the Winter. Flowers are a wine color at first and turn to deep royal purple. Buds and leaves bronze green. Some leaves will produce young lilies, as the plant is "Viviparous." **\$2.00 each.**

MRS. EDWARDS WHITAKER (Var. gigantea)—This is the largest flowering day blooming water lily, and where well fertilized and given plenty of room for roots and leaves, will produce flowers over a foot across, and plenty of them. The flowers are a lavender blue which shades into a pale blue as the blossoms age. Leaves are light green, occasionally spotted with dark purple beneath. **\$2.25 each.**

PINK

GENERAL PERSHING—This lily, named after our famous war general, is considered the finest of all pink Tropical Lilies. The flowers have splendid size and are a pale rose purple in color. They are delightfully fragrant and open early in the morning. Buds are dark green striped with purple. Leaves dark green blotched with pink beneath. **\$1.75 each.**

WHITE

MRS. GEO. H. PRING—One of the most popular White Tropical day bloomers. Flowers 8 to 10 inches across under favorable conditions, but can be used in small pools, too. **\$1.50 each.**

NIGHT BLOOMING VARIETIES

The following lilies are so-called "Night Bloomers." However, as they open about 4 to 6 P. M., bloom during the night and until sun-up next morning, they are actually closed only about 7 hours daily. The flowers are so magnificent that at least one should be in every pool.

WHITE

JUNO—This is a beautiful hybrid developed from the Egyptian White Lotus Lily. Flowers are 8 to 12" with broad, wide-open petals exposing a mass of yellow stamens. Its flowers open in the evening and remain open until morning. **\$1.50 each.**

MISSOURI—This is acknowledged the finest white night blooming water lily. It was recently developed by the Missouri Botanical Gardens. The flowers when fully developed measure 10 to 14 inches across. Leaves are dark green suffused with copperish brown. The margins are distinctly fluted. Flowers open 4 to 5 nights during August, from 7:00 P. M. to 11:00 A. M. It is outstanding in any pool. **\$2.00 each.**

RED

EMILY GRANT HUTCHINGS—This is a large flowered new pink night blooming lily. The flowers are cup-shaped, of an Amaranth pink color. Leaves small brownish green. One of the choicest night bloomers. **\$1.50 each.**

FRANK TRELEASE—A beautiful dark red night blooming lily. Flowers are a brilliant dark red, 8" to 10" in diameter. Stamens are a dark mahogany color. Leaves dark red-green on top, greenish underneath. **\$1.50 each.**

H. C. HAARSTICK—A beautiful new brilliant red night bloomer with very distinctive dark copper red leaves. A strong grower, a sturdy plant and one of the very best. **\$2.00 each.**

PLEASE NOTE:—Tropical Water Lilies are grown in Greenhouses in heated tanks. They cannot be shipped before June 1st because they need warm water to grow in and would be greatly stunted by planting in cold water (under 68 degrees temperature). Pools need not be drained to plant these lilies in boxes.

On special request we can ship to Southern States about May 15th.

Decorative Pool Plants

THE SACRED LOTUS

WE HAVE all heard of the Sacred Lotus of the ancient Egyptians. Today this plant is available exactly as it grew four thousand years ago. To those who have not seen this fascinating plant, our description of its handsome shieldlike leaves, its gorgeous flowers, its large and unusual seed pod, will be the more interesting when told that the Lotus is a vigorous grower as soon as it becomes established.

The plants are hardy and grow under the same conditions as the hardy water lilies. They are admirably suited for planting in a sunken tub or half-barrel filled up to four inches of the top with rich soil. It will only be necessary to keep adding water as it evaporates.

The leaves and flowers are borne on long stems high above water so that they will form a beautiful center or corner decoration for a pool.

In planting the Lotus, care should be taken not to break the growing point from tubers, therefore press into the soil gently, and cover with a small flat stone.

IMPERIAL TARO

This group of plants is one of the striking ornamental leaved aquatics to use in center or at corners. Likes roots in water, but not too deep (2" or less) over crown of plant. Grows to be 2 to 3 feet tall.

IMPERIAL TARO—Dark green leaves with attractive dark brown and violet black markings on them. May be potted in jardiniere and used in the house.

75c each.

PURPLE STEM TARO (*Colocasia Multiflora*)—Leaves are rich green on purple stem. Very ornamental. Grows to be 3 to 4 feet tall.

75c each.

GREEN TARO—Similar to the Japanese Taro, but entirely green color. Grows easily.

50c each.

EGYPTIAN LOTUS (*Nelumbium Speciosum*)—The Lotus of the Ancient Egyptians. It has immense fragrant pink flowers and is Hardy.

Tubers, \$1.75 each.

Potted plants, \$2.00 each.

AMERICAN LOTUS (*Nelumbium Luteal*)—A superb variety native to some of our Southern and Southwestern States. Flowers are 8" to 10" diameter, light golden yellow color.

Tubers, \$1.75 each.

Potted plants, \$2.00 each.

DOUBLE WHITE LOTUS (*Nelumbium Shiroman*)—A strong growing variety. Flowers are cream colored at first and have many petals. Later change to white. Good for cut flowers.

Tubers, \$2.00 each.

Potted plants, \$2.50 each.

DOUBLE FLOWERING ROSE LOTUS (*Nelumbium Roseum Plenum*)—Beautiful double flowers of deep rosy red. Furnished in potted plants only.

Potted plants, \$2.50 each.



NELUMBium OR LOTUS

PLEASE NOTE: Lotus is supplied as a tuber until June 1st only. Later in the Spring the plants have grown too much to be moved safely without their soil, and are then furnished as potted plants, which makes them more expensive, but surer to grow when planted. Plant the tubers about three inches under the soil in a horizontal position with the growing tip just exposed. (Do not break tip off.) Cover tuber with earth and place a small flat stone over it (but not on growing point) to hold it down until the roots take hold. After June 1st Lotus is supplied as a potted plant only.

NILE GARDEN COLLECTION

COLLECTION No. X2

One Egyptian Lotus, two Egyptian Paper Plants (Papyrus), six Water Hyacinths, six Water Poppies. (Value, \$3.70.)

Special Collection Price,
Postpaid, \$2.75

VICTORIA REGIA WATER LILY

VICTORIA REGIA is probably the largest fresh water plant in the world, and certainly the most spectacular. These amazing Water Lilies are natives of South America.

The Victoria Lily was named in 1827 after Queen Victoria, and the largest native plant ever recorded had leaves measuring six feet five inches in diameter. It is quite easy to grow plants with leaves the size of those we show in the pictures. (Over four feet diameter.)

Victorias are annuals up north. They may be safely planted outside early in June and should be given a box of good soil 3 to 4 feet square by one foot deep. The crown of Victoria should be planted only 6 inches below the water. They are very showy, and grow rapidly in large pools, or lakes where the water level is constant, and where plants are protected from strong winds.

A water surface at least 12 by 12 feet should be set aside for one plant. They bloom frequently during August and September. The flowers are very fragrant and are from 8 to 15 inches diameter.

Plants (from 8 in. Pots), each, \$10.00.

Lily Boxes and Tubs For Pool Plants

We offer two sizes of clear Cypress Water Lily Boxes to use in pools. Made of 7/8" best grade Clear Cypress, free from sap, will last many years in your pool. Can be used for Water Lilies, Lotus, and Bog Plants. Outside dimensions are given. F.O.B. Cincinnati.

Size 17 x 17 x 12" deep; weight each, 15 lbs.

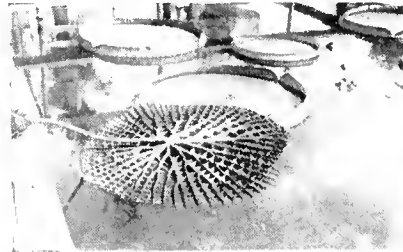
Price, each, \$1.50

Size 20 x 23 x 12" deep; weight each, 18 lbs.

Price, each, \$1.75

We can also supply White Cedar Tubs 24" diameter by 12" deep, iron bands, feet and handles. Watertight, ready to use in pool or garden. F. O. B. Factory.

Price, each, \$2.00 (weight 15 lbs.)



These photographs, taken at "LAKEVIEW," show the remarkable development of the Victoria Regia Water Lily.

Shallow Water and Bog Plants



Water Canna (*Thalia Dealbata*) is a glorious Hardy Pool Plant, splendid for corners and tall center effects.

The following are tall growing, shallow water plants, which are best for corner or center decorations in pools, or can be used in clumps at edges of ponds or pools. Asterisks indicate depth to plant roots under water: (*)=water level; (**) = 2 inches under water; (***) = 6 inches under water.

(SIX PLANTS OF A KIND AT DOZEN RATE.)

WATER CANNA (*)**—A very handsome and useful plant with leaves similar to Cannas and with tall spikes of purple flowers which later change to purple seeds. It is quite hardy and does well in water not over 12 inches deep when planted in good soil. Its height of five to seven feet makes it well suited for corner or center decoration. (Hardy.)

20c each. \$2.00 per dozen.

CATTAIL (*)**—An old familiar plant and still a favorite for pool planting. Shallow water and plenty of rich soil will grow these graceful leaves and spikes to 5 feet in height.

6 for 50c. \$1.00 per doz. (Hardy.)

INDIAN ARROWHEAD (*)**—Very distinctive leaves shaped like an arrowhead held aloft on a stem from 1 to 3 feet above water. In rich soil and shallow water the plants thrive and are quite hardy. Spikes of snow-white flowers with close yellow stamens add to its attraction.

20c each. \$2.00 per dozen. (Hardy.)

PICKEREL PLANT (*)**—An attractive marsh plant with frequent spikes of pleasing purple flowers. Plant in shallow water and it will grow luxuriantly and bloom all summer. Leaves are heart-shaped—about 1 to 2 feet tall. (Hardy.)

20c each. \$2.00 per dozen.

SWEET FLAG (*)** Variegated (*Acorus calamus variegata*)—A choice aquatic plant with Iris-like leaves 2 to 3 feet tall, striped green and ivory. Very showy when used in group planting. (Hardy.)

20c each. \$2.00 per dozen.

YELLOW FLAG ()** (*Iris pseudacorus*)—A tall swamp Iris which likes to grow in wet ground (but not more than 2 inches under water). It produces broad yellow flowers of the Japanese Iris type, and is hardy.

20c each. \$2.00 per dozen.

BLUE FLAG ()** (*Iris versicolor*)—Swamp Iris. Same as the yellow flag described above, except this variety has blue flowers. Plant same as Yellow Flag. (Hardy.)

20c each. \$2.00 per dozen.

LOBELIA ()** *Cardinalis* (*Cardinal Flower*)—One of our most attractive native plants which grows in moist ground and may be used advantageously at the edge of pools, or on any ground where they will not suffer from drought. Flowers borne on spikes and are fiery cardinal color. Strong plants often produce 10 to 18 spikes 24 to 30 inches long. They bloom during August and September. (Hardy.)

20c each. \$2.00 per dozen.

UMBRELLA PALM (*) (*Cyperus alternifolius*)—This is the old favorite Umbrella Plant. A well-known shallow water plant used mainly for pools. These are choice Greenhouse Grown Plants from 2½-inch pots. Will grow very large during the Summer, but must come in for Winter.

15c each. (Not hardy.)

At the edges of natural bodies of water there is always a wealth of vegetation, wherever soil and climate will allow plants to grow. Since our object in a water garden is to duplicate in miniature what Nature does on a grand scale, we search out her choicest shallow water and bog plants to use at the edges of our pools and ponds.

This class of plants embraces an enormous number of grasses, reeds, creeping vines, tall and short leaved plants, floating plants, etc. We offer only selected plants carefully chosen because of characteristics of beauty and adaptability to use in water gardens.

The plants listed here are particular in their requirements.

Some like only their roots wet and we have designated them thus (*).

Others like two inches of water over their crowns and are designated thus (**).

The third group should be planted with roots about six inches under water and are designated thus (***) .

In order to have success growing shallow water plants, use large flower pots, boxes, or a concrete ledge or "pockets" so placed that the water will vary from ground level to six inches over ground level, and plant each kind at its proper level. To keep them over Winter place them all in deep water or protect with boards, leaves, etc.

NOTE: WATER LILIES TO PLANT AT EDGES OF NATURAL PONDS IN PARKS, ETC., are available by color at Special Prices. See bottom of Page 5.

The plants listed in this column are low-growing varieties. (Six of a kind at dozen rate.)

WATER POPPY (*)** (*Hydrocleis nymphoides*)—A dainty rooted plant which sends up floating leaves and bears yellow flowers similar to the California poppies. Plant in shallow water same as a small water lily. Water Poppy can also be used for inside aquariums if planted in small pots, but develops better outdoors. (Not hardy in Northern States.)

10c each. \$1.20 per dozen.

WATER SNOWFLAKE (Nymphoides indicum) Leaves (**), Plants (***) . A floating aquatic with leaves like a small water lily. When detached the leaves will send down roots in shallow water and produce a new plant. It bears dainty white flowers, an inch in diameter, which resemble a giant snowflake. (May to December only.) (Not hardy in Northern States.)

Whole plants, 20c each.

PARROT FEATHER (*)** (*Myriophyllum prosperplnacoides*)—A species of Myriophyllum, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. (Hardy.)

Furnished in bunches, 2 for 25c.

CREeping WATER HYACINTH (*)**—A vine of entirely different habit from the regular Water Hyacinth, and a steady bloomer, with dark purple flowers similar to the regular Water Hyacinth and with similar dark green glossy leaves. Available May 15 until frost. (Not hardy in Northern States.)

50c each.

PRIMROSE CREEPER (*)** (*Jussiaea repens*)—A fast growing, semi-submerged aquatic vine with waxy green leaves and bearing a profusion of bright yellow flowers. It grows well in shade or sun. (Hardy.)

3 for 50c. \$1.50 per dozen.

FLOATING HEART (*)** (*Nymphoides peltatum*)—Leaves are similar to those of a Water Lily and it produces brilliant yellow flowers. Hardy and strong grower. Plant in two to six inches of water.

4 for 50c. \$1.20 per dozen.

SPIDER LILY ()** (*Hymenocallis caribaea*)—A native West Indian plant bearing clusters of fragrant white flowers with narrow curving petals giving the effect of a large spider. (Not hardy in Northern States.)

35c each. \$3.00 per dozen.

PAPYRUS (*)—This is the ancient Egyptian Paper Plant of historical legend, from which the Egyptians first manufactured paper, which they called "Papyrus." It is similar to Umbrella Palm, but grows to be much larger. (Not hardy up north.)

25c each.

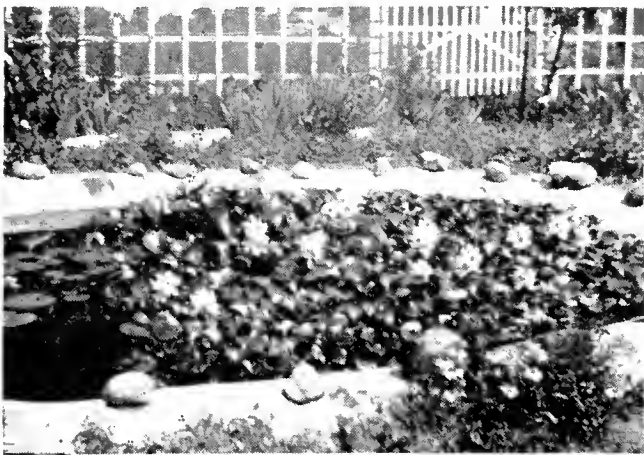
A Floating Plant

Lakeview Water Hyacinths 10c

"Queen of Aquatic Plants"

A Tropical Plant with Flowers of Rarest Orchid Texture

WATER HYACINTHS (*Eichornia Crassipes Major*) are floating aquatic plants native to Tropical countries. They should not be planted like other rooted aquatics, but like to float in shallow water where only the tips of roots enter the soil. They are the largest selling pool plants in the United States, because they are the best plants for Goldfish to spawn on, and are one of our leading items, which we supply to hundreds of dealers each Spring. We have done more to popularize this fine plant than any other firm, because very early we recognized their wonderful spawning advantages, and because we ship only the choicest Water Hyacinths on the market!



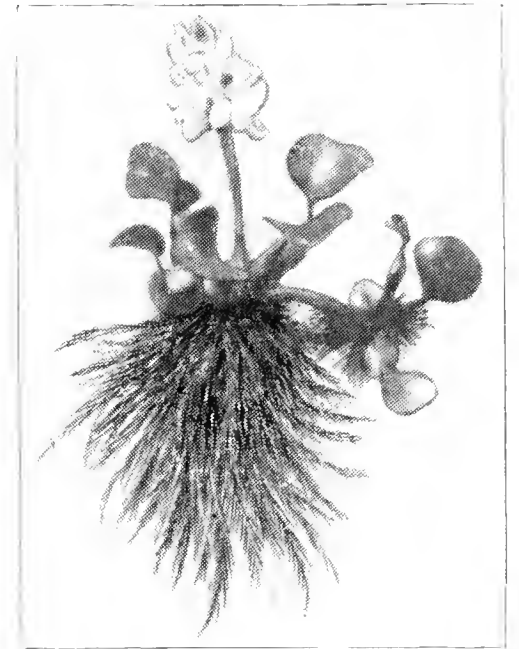
The pool shown above is owned by Mr. V. E. Wittrig, of Washington, Iowa. Mr. Wittrig writes: "We started six of your Water Hyacinths last Spring and had over 100 plants by late Summer. Some days we had as many as 30 blossoms!" This is just one of many similar testimonials on LAKEVIEW WATER HYACINTHS, famous for their vitality and productiveness.

10c each. 6 for 50c. \$1.00 per dozen.*

*(Add 20c per dozen if wanted by Parcel Post.)

Caution—Keep roots wet. Plants float on water.

NOTE—For planting instructions see free circular supplied with all our plants.



This cut shows the beautiful orchid-like flower, the feathery, luxuriant roots so excellent for receiving goldfish spawn, and also a small plant developing from a runner.

LAKEVIEW Water Hyacinths are the finest plants in the world for Goldfish to spawn on in outdoor pools. Seemingly these plants were made by Nature for this purpose for their roots are perfectly formed to receive and protect the eggs of Goldfish and egg-laying Tropical fish as well. Even the leaves are so formed that they hold the spawn near the surface of the water where it is warmest, and still protect the spawn and baby fish from the direct hot rays of the sun. After the little fish are hatched they find protection and safe hiding among the Hyacinth roots. It is truly a perfect "Incubator and Brooder" for baby Goldfish. (See page 20.)

No pool is complete without Water Hyacinths, and to raise baby Goldfish there is no surer way to success than by getting about a dozen Water Hyacinths each Spring. Water Hyacinths are annuals in all States except the extreme Southern fringe of the U. S., but they will more than repay you for your small investment, by multiplying as much as twenty-fold in your pool during the Summer, and by producing dozens of fine blossoms if kept in a sunny, shallow part of the pond. Plants should be sprinkled at times.

Other Floating Plants

WATER LETTUCE or SHELL FLOWER

(*Pistia Stratiotes*)—(No. 3 on cut, Page 12)

This is a plant similar to the Water Hyacinth in habit, but rarer and more delicate. It will grow best in semi-shaded locations and prefers a moist atmosphere, so should be sprinkled at times. Water Lettuce is a rosette of delicate, soft downy leaves averaging 4 to 10 inches in diameter. The flower is very inconspicuous, but the leaves are extremely attractive.

4 for 50c. \$1.50 per dozen.

WATER FERN

(*Ceratopteris thalictroides*)

This is a true fern with fluted leaves resembling garden lettuce. Dozens of young plants grow from the leaves of mature plants when they are about 6 inches in diameter. Water fern reproduces rapidly and is remarkably free from insect pests. It is often used in growing Red Snails.

50c for 4; \$1.25 per dozen. (Small plants 25c per portion.)

MINIATURE FLOATING PLANTS

There are several varieties of miniature floating plants which add to the appearance of the pool or aquarium. All multiply rapidly during the Summer and if the water surface becomes too crowded with these small plants they should be thinned out.

AZOLLA (*Azolla caroliniana*) is a crinkly plant like the leaf of Arbor Vitae and ½ to 1 inch long. In the early Fall it turns deep red. (May to November.)

Per portion, 25c.

DUCKWEED (*Lemna minor*) is a very small dot of lettuce-like leaf with tender rootlets. Goldfish eat it at times. (May to November.)

Per portion, 25c.

SALVINIA (*Salvinia braziliensis*) is a plant of three or four one-quarter-inch leaves of velvety surface with fluted folds and small roots. (Year round.)

Per portion, 25c.

WATER FERN (See description opposite.) Small plants of the Water Fern may be used as miniature plants and are very attractive floating on top of an aquarium.

Per portion, 25c.

Floating Plant Collection

Six of the larger Floating Plants in three varieties, and a few of the miniature plants added.
Collection No. F1.....

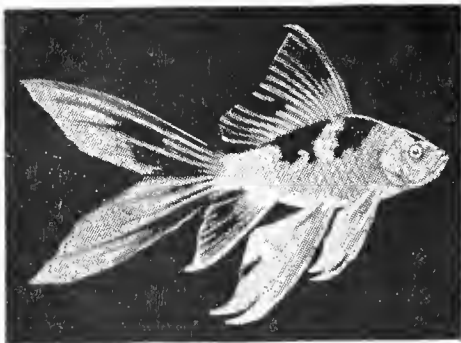
\$1.00

Mixed Portion of Miniatures

Three varieties, including two of the first three items above and a few water ferns. Collection
No. FM2.....

80c

Beautiful Hardy Goldfish for



COMETS

The Comet is an American variety which was developed from the Common Goldfish, but it is characterized by a thin graceful body and long single tail. It is very quick in its movements and a splendid fish for pools. Colors are red and white, orange and black, all red, all gold, or all white. Mixed colors are given as they come.

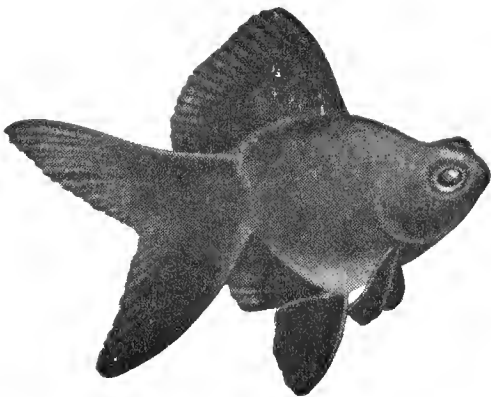
- 3½ to 4 inches.....each, 10c—per doz., \$1.00
- *4 to 5 inches.....each, 15c—per doz., 1.80
- *5 to 6 inches.....each, 30c—per doz., 3.00
- *6 to 7 inches.....each, 75c

GIANT GOLDFISH

(And Young Giants)

Pool owners who want some BIG ones will be delighted with these special offerings of Giant Goldfish. All large fish must be ordered early, as they are hard to ship during warm weather.

- *Young Giants, 7 to 9 inches.....each, \$.75
- *Giants, 10 to 12 inches.....each, 1.50
- Golden Carp (New!), 10 inches.....each, 2.25
(Grow very large.)



CHINESE MOORS

These are the grotesque, but very popular "Goggle Eyes" or "Pop Eyed" Goldfish, commercially known as "Telescopes." Chinese Moors are the only members of the Goldfish family to develop the true "Black Velvet" color, and this color has never been transmitted to any other fish without the Telescope eye. Body and fins are nearly all of the Fantail type, though a few come as the Nymph type. All fish of choice quality. (Extra large specimens, \$2.00 to 5.00 each.)

- 2½ inches.....each, 10c—per doz., \$1.20
- 2½ to 3 inches.....each, 15c—per doz., 1.80
- *3 to 3½ inches.....each, 25c—per doz., 2.40
- *3½ to 4 inches.....each, 40c—per doz., 4.00

CHINESE RED TELESCOPES

Same shape and characteristics as the Chinese Moors, but colors are all red, or red and black. Prices same as for Chinese Moors of similar size.

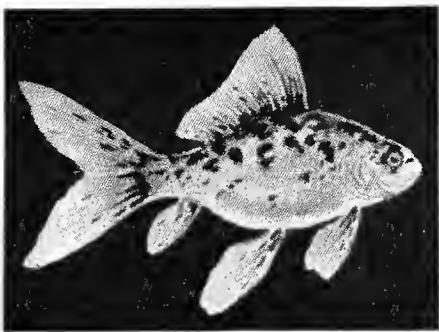
CALICO TELESCOPES

These are similar in structure to the Chinese Moors and Red Telescopes, but come in the "Calico" colors of the Shubunkin. (Extra large fish, \$2.00 to \$5.00 each.)

- 2½ to 3 inches.....each, 25c
- *3 to 4 inches.....each, 50c

GOLDFISH and Aquatic Plants go together in Nature; and, in fact, the Goldfish are an essential part of a Water Garden. Not only are these fish a source of interest and pleasure, but they are helpful in maintaining healthy conditions, because they eat up certain destructive bugs, worms, etc., and they are a public benefaction in all pools and ponds, for no mosquito larvae will ever survive in a well-stocked Goldfish Pool!

All our Goldfish are grown out of doors in natural clay bottom ponds. They have spent their entire lives out doors and easily survive the ice and cold of Winter. You can select any of the grades we list with complete assurance that they are strong and healthy fish in the best condition for shipment. (Illustrated in natural colors on Front Cover.)



SHUBUNKINS

(See Front Cover Illustration)

These are the attractive mottled or "Calico" fish with single tail. Colors are red, white, blue, lavender, orange, purple, black, at times all on the same fish. Every fish differently marked. Very attractive, sturdy and much sought after for pools and aquariums.

- 2½ inches.....each, 5c—per doz., \$.50
- 3 to 3½ inches.....each, 10c—per doz., 1.00
- 3½ to 4 inches.....each, 12c—per doz., 1.20
- *4 to 5 inches.....each, 18c—per doz., 1.80
- *5 to 6 inches.....each, 40c—per doz., 4.00
- *6 to 7 inches.....each, 90c

GOLDFISH COLLECTIONS

All fish for our Special Collections are carefully selected for quality. You will be well pleased with any of our collections. There is no charge for small shipping cans used for special collection orders, but large cans are to be returned as per regular terms.

GOLDFISH POOL COLLECTION No. G1 (For a Small or Medium Pool)

- 10 Selected Common Goldfish and Comets.....(4-5")
- 10 Fantails.....(3-3½")
- 4 Chinese Moors.....(3-3½")
- * 6 Shubunkins.....(4-5")
- * 6 Large Common Goldfish, asst. colors.....(6")
- 2 Shipping Cans—No Charge
- 36 Choice Goldfish (Value \$6.50), only \$5.00

GOLDFISH POOL COLLECTION No. G2 (For a Large Pool)

- 50 Selected Common Goldfish and Comets.....(3-4")
- 14 Fantails, assorted colors.....(2½-4")
- 10 Chinese Moors and Asst. Telescopes.....(2½-4")
- 10 Shubunkins.....(3½-4")
- *10 Large Common Goldfish, asst. colors.....(6")
- * 6 Young Giant Goldfish.....(7-9")
- 100 Choice Goldfish (Value \$18.84)
- Collection No. G2, only \$15.25
- (Large Shipping Can to be returned)

GOLDFISH POOL COLLECTION No. G3

- One-half the number of fish in each group of Collection No. G2, as shown above. A nice assortment for a medium sized pool.
- 50 Choice Goldfish (Value \$9.42)
- Collection No. G3, only \$8.00
- (Shipping Can to be returned)

LAKEVIEW
See Page 21
line of Lakeview
in New Moors
Be Thrifty!
Goldfish well.
Foods!
FISH LICE
A Chemical
control these pes
cold-water fish
described on

"I want to
compliment you
shipment of fish
me. I have ordered
number of different
I have never
like you sent me
amount of money
know where to
money's worth
H.
Sp
"Recently I
with you for
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am taking this
congratulate you
way in which you
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M

LAKEVIEW PONDS

Ornamental Fish Hatchery and

Aquatic Nurseries

GROWERS OF

GOLDFISH · WATER LILIES · AQUATIC PLANTS · EVERGREENS

R.C. DOLLE, OWNER

5579 COLERAIN AVE. (OHIO, U.S. ROUTE 27)
MT. AIRY, CINCINNATI, OHIO

February 1, 1940

PRIVATE SECTION
FOR THE TRADE.

Gentlemen:

In this pink section you will find the discounts applying to all items listed in our retail catalog. Please look over our many offerings under Water Lilies, Aquatic Plants, Goldfish, Fish Foods and Water Hyacinths. Whether your order is big or small it will receive our careful attention. We want to please you and sell you stock on which you can make money.

We solicit your business on the merits of our goods and our service and we guarantee your satisfaction on every purchase you make. (See our guarantees on fish and plants.) If things do at times go wrong we want to hear all details, and we will adjust to your satisfaction any matter in which we are at fault.

Allow us to call your attention to the advantages of early orders for any of the rarer items listed, as it is difficult to carry a complete line throughout the entire busy Spring Season. Besides you earn an extra discount on orders placed before April 5th.

Yours for a PROFITABLE Season!

LAKEVIEW PONDS.

GUARANTEE ON FISH, ETC.

We GUARANTEE live arrival of Goldfish, Tropical Fish and Scavengers, with these exceptions: We do not guarantee live delivery of extra large Goldfish, or Mated Pairs during the period from May 10th to end of August, and we do not guarantee live arrival of Tropical Fish during cold weather.

GUARANTEE ON PLANTS

We GUARANTEE to ship you best quality plants and to have them arrive in good condition. If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them Express Collect to Cincinnati, Ohio, within two days after receipt, and we will return your money in full including any express charges paid by you. Should the damage have been caused by improper handling by the Express Company, hold shipment, get signed "Received In Bad Order" slip from the expressman and advise us full details at once. We try to ship all plants true to name. In case of error we will adjust our mistake, but we will not be responsible for more than the amount paid us for item proven untrue, nor can we guarantee growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water and general care.

LAKEVIEW PONDS
(R. C. Dolle)



SPECIAL ATTENTION!

TO OUR CUSTOMERS IN THE SOUTH

Cincinnati is the Northern Gateway to the South! Our shipping facilities are the finest in the land—And Spring comes several weeks earlier in Cincinnati than in more Northern Points. We are equipped to give you Prompt Service both from Cincinnati and from Green Cove Springs, Florida, our Southern Branch Office.

Quality Merchandise Assures Satisfaction and Profits

Wholesale Prices, 1940 CATALOG

The following Dealer Prices are effective February 1, 1940, and apply to all items listed in our Catalog for 1940.

TERMS: CASH WITH ORDER unless you have established a satisfactory credit with us. (This means sending two good trade references of Wholesale firms with whom you deal on credit terms.)

ON ALL EARLY ORDERS received before April 5th we will allow a 5% CASH DISCOUNT when full remittance accompanies the order. Shipments will be made as specified when we accept your order and so notify you.

All merchandise is F. O. B. Cincinnati, Ohio, unless otherwise stated. Water Hyacinths only are F. O. B. Northern Florida March 15th to June 15th. No wholesale shipments are Prepaid.

PRICES: We believe the prices stated herein will hold throughout the 1940 season. However, all prices are subject to change without notice.

All Special Collections

We allow 25% discount from all special collections ordered by Dealers. Transportation charges extra. Excellent collections may be assembled from our general listings on which discounts range from 50 to 60% on Goldfish, plants, lilies, etc.

Page 2—Water Lily Collections

25% off, F. O. B. Cincinnati, Ohio.

Page 3—ROCK GARDEN PLANTS

10 Assorted Plants (not named) our selection.....Per 10, \$1.00

Collections of Rock Garden Plants, 25% off, F. O. B. Cincinnati, O.

Pages 4 and 5—HARDY WATER LILIES

The following listings are for good, strong tubers, free from plant diseases, northern-grown on our farms in Cincinnati, Ohio. There is an increasing demand for Water Lilies for pools, and these plants offer a very nice profit to dealers. Free planting instructions are furnished with each shipment, and plants can be handled without loss.

NOTE: SIX OR MORE OF ONE KIND SOLD AT 10 RATE.

Price in lots of 10 governs all orders over 10. On lots of 50 or more OF ONE KIND send list of requirements for special prices.

| | Each | Each, in Lots of 10 |
|-------------------------------------|--------|------------------------|
| ODORATAWhite | \$.18 | \$.15 |
| WHITE PYGMY.....White | .60 | .60 |
| GLADSTONEWhite | .60 | .50 |
| MARLIAC WHITE.....White | .50 | .45 |
| GONNEREWhite | .60 | .60 |
| MEXICANAYellow | .18 | .15 |
| YELLOW PYGMY.....Yellow | .60 | .60 |
| CHROMATELLAYellow | .50 | .45 |
| SUNRISEYellow | .80 | .75 |
| W. B. SHAW.....Light Pink..... | .50 | .45 |
| MARLIAC ROSE.....Light Pink..... | .50 | .45 |
| ODORATA ROSEA.....Light Pink..... | .35 | .30 |
| HELEN FOWLER.....Medium Pink..... | .50 | .45 |
| PINK OPAL.....New Deep Pink..... | .45 | .40 |
| ROSE AREYDark Pink | .60 | .55 |
| EUGENIA DELANDNew Pink..... | .60 | .55 |
| AURORAApricot | .50 | .45 |
| PAUL HARIOTApricot | .50 | .45 |
| COMMANCHEApricot | .60 | .55 |
| ATTRACTIONDark Red | 1.00 | 1.00 |
| GLORIOSARed | .80 | .75 |
| JAMES BRYDONDark Red | .70 | .60 |
| CONQUERORRed | .65 | .60 |
| RED LAYDEKER.....New Small Red..... | 1.00 | 1.00 |

HARDY WATER LILY COLLECTIONS

25% off F. O. B. Cincinnati. Applies also to Lilies by colors (unnamed) in dozen or more—Page 5.

Page 6—TROPICAL WATER LILIES
(Day Blooming)

| | |
|---|-----------|
| MRS. WHITAKER.....Largest Light Blue..... | 1.00 each |
| BLUE BEAUTYMost Popular Blue..... | .80 each |
| AUGUST KOCH.....Lavender (very sturdy)..... | .80 each |
| PANAMA PACIFIC.....Purple | .80 each |
| MRS. GEO. PRING.....White | .75 each |
| GENERAL PERSHING.....Large Double Pink..... | .90 each |
| Blue, Red, or Rose Star Lilies..... | .75 each |

TROPICAL WATER LILIES
(Night Blooming)

| | |
|---|-------------|
| JUNOChoice White | \$.70 each |
| MISSOURISuperb New White..... | 1.00 each |
| EMILY G. HUTCHINGS.....Dark Pink | .70 each |
| FRANK TRELEASE.....Red | .70 each |
| H. C. HAARSTICK.....Brilliant Red | 1.20 each |

NOTE: ALL TROPICAL LILIES are selected strong plants, most of them now grown in five-inch pots. FOR EACH ORDER OF TEN assorted tropical lilies from our listings above, we will add one extra tropical lily (our selection) NO CHARGE. All plants carefully wrapped and tagged. Ready to ship about June 1st (earlier to Southern States.)

Page 7—LOTUS (Nelumbium) HARDY

| | Each |
|---|-------|
| EGYPTIAN LOTUS (N. Speciosum) PINK (Selected large tubers)..... | \$.75 |
| AMERICAN LOTUS (N. Lutea) YELLOW (Selected large tubers)..... | .75 |
| DOUBLE WHITE LOTUS (N. Shiroman) CREAM-WHITE (Selected large tubers)..... | 1.00 |
| DOUBLE FLOWERING ROSE LOTUS (N. Roseum Plenum) —Potted plants or tubers..... | 1.00 |
| (Potted plants of first three varieties also available at \$1.00 each.) | |
| IMPERIAL TARO | |
| Water Taro, Green Stem and Leaves.....each | .30 |
| Violet Stem or Imperial.....each | .50 |
| VICTORIA REGIA (V. Cruziana) from 8" pots..... | 6.25 |
| Order your plants early, limited quantity ready to ship about June 15th. | |
| CYPRESS LILY BOXES—Best grade Cypress K.D. F. O. B. Cincinnati, Ohio. (Cheap freight rate on 100 lbs. or more.) Tubs are white cedar. | |

| | Weight Each | Each |
|-------------------------------------|-------------|--------|
| Medium Size (Outside).....17x17x12" | 15 lbs. | \$1.20 |
| Large Size (Outside).....20x23x12" | 18 lbs. | 1.40 |
| Tubs 24" diameter, 12" deep..... | 20 lbs. | 1.60 |

Page 8—SHALLOW WATER and BOG PLANTS
(MINIMUM ORDER 5 OF A KIND AT THESE PRICES:

| | Per 100 |
|---|---------|
| Cattail | \$ 6.00 |
| Water Canna (Thalia Dealbata) Double Clump..... | 15.00 |
| Indian Arrowhead | 7.00 |
| Pickeral Plant | 7.00 |
| Sweet Flag, Variegated..... | 8.00 |
| Yellow Flag | 8.00 |
| Blue Flag | 8.00 |
| Water Poppy | 6.00 |
| Water Snowflake (Plants)..... | 8.00 |
| Umbrella Palm (2½" pots)..... | 7.00 |
| Parrot Feather (in bunches)..... | 5.00 |
| Creeping Water Hyacinths.....each | .35 |
| Primrose Creeper | 8.00 |
| Floating Heart | 6.00 |
| Spider Lily | 8.00 |
| Papyrus | 12.00 |

Page 9—WATER HYACINTHS

We supply the finest WATER HYACINTHS in the United States. See special listing next page. Small lots, when ordered with other plants, will be sent from Cincinnati at 4c each. Otherwise, from Florida.

Other Floating Plants

| | Per 100 |
|--------------------------------------|----------------|
| Water Lettuce (or Shell Flower)..... | \$ 5.00 |
| Water Fern (Large plants)..... | 6.00 |
| Water Fern (Small plants)..... | .50 per pint |
| Salvinia (April to December)..... | .50 per pint |
| Azolla | .50 per ½ pint |
| Duckweed | .50 per ½ pint |

Collections 25% off F. O. B. Cincinnati, Ohio.

Quality Merchandise Assures Satisfaction and Profits

Pages 10 and 11—GOLDFISH

We call special attention to our Goldfish Listings which are very complete. For Fancy Breeding pairs and larger specimens be sure to order early, so as to take advantage of larger stock and better shipping conditions in cooler weather. Fish heavy with spawn are harder to ship late in Spring.

PRICES in catalogue are subject to 50% discount figured from the "each price"—except all collections and mated pairs, which are subject to 25% discount F. O. B. Cincinnati, Ohio. THE GRADES LISTED HERE ARE CARRIED IN LARGER QUANTITIES (our best selling grades) AND ARE QUOTED AT SPECIAL NET PRICES. (With special savings to you.)

COMMON GOLDFISH

| | |
|--|---------|
| Assorted colors and Comet-type fish with longer tails are included with these grades of Common Goldfish. | |
| | Per 100 |
| 2 - 2½" | \$1.50 |
| 3 - 3½" | 2.50 |
| 3½ - 4" | 3.00 |
| *4 - 5" | 5.00 |
| *5 - 6" | 9.00 |
| *6 - 7" | 15.00 |
| *7 - 9" | 25.00 |

*NOTE: Fish marked with * are large enough to spawn this year.

JAPANESE FANTAILS

| | |
|---------------------------------|---------|
| (Beautiful Choice Colored Fish) | |
| | Per 100 |
| 2 - 2½" | \$ 4.00 |
| 2½ - 3" | 5.00 |
| 3 - 3½" | 8.00 |
| *3½ - 4" | 10.00 |
| *4 - 5" | 15.00 |

CHINESE MOORS

| | |
|----------------------------------|---------|
| (Very Choice Fish — Fine Values) | |
| | Per 100 |
| 2½ - 3" | \$ 7.00 |
| 3 - 3½" | 10.00 |
| *3½ - 4" | 16.00 |
| *4 - 5" | 25.00 |

CHOICE SHUBUNKINS

| | |
|---|---------|
| FANCY CALICO COLORED SINGLE TAIL GOLDFISH | |
| | Per 100 |
| 2-inch and over | \$ 2.00 |
| 2½-inch and over | 3.00 |
| 3 - 3½" | 4.50 |
| 3½ - 4" | 6.00 |
| *4 - 5" | 8.00 |
| 5 - 6" | 20.00 |

FANCY GOLDFISH ASSORTMENT No. 1

This is our best known and best selling dealer assortment, which has been a leading item with us for the past fifteen years. All Quality Fish, carefully selected while swimming in water. Healthy and no cripples. A really beautiful assortment of fancy Goldfish. Each 100 fish mixed approximately 45 Jap Fantails, 40 Black Telescopes and 15 Calico Fantails and Shubunkins. Sizes 3" to 4½". All nice sizes to sell for Pools. Price per 100.....\$8.50

Page 12—AQUARIUM PLANTS

MINIMUM ORDER 5 OF A KIND AT THESE PRICES:

| | |
|--------------------------------------|---------|
| | Per 100 |
| Valisneria | \$1.50 |
| Sagittaria (Broad leaf) | 4.00 |
| Anacharis Gigantea (Large bunches) | 4.00 |
| Myriophyllum (Large bunches) | 4.00 |
| Cabomba (Bunches) | 4.00 |
| Parrot Feathers (in bunches) | 5.00 |
| Ludwigia (Bunches) | 5.00 |
| Southern Spatterdock (Plants) | 5.00 |
| Water Poppy | 6.00 |
| Water Snowflake (Plants) | 8.00 |
| Umbrella Palm (2½" pots) | 7.00 |
| Cryptocoryne (Plants), grow in shade | 8.00 |

Page 13—SNAILS, SCAVENGERS, ETC.

| | |
|---|---------|
| Prices are quoted per 100. Smaller quantities same rate. No extra charge for shipping cans. | |
| | Per 100 |
| Japanese Snails (Large) | \$4.00 |
| Japanese Snails (Medium) | 2.50 |
| Black Ramshorn Snails | 1.00 |
| Red Ramshorn Snails (small) | 3.00 |
| Red Ramshorn Snails (medium to large) | 5.00 |
| Freshwater Clams (Special Price) | 3.00 |
| Baby Green Turtles | 8.00 |

AMERICAN WATER NEWTS,

| | |
|------------------------------------|------|
| (Green with yellow and red marks) | 5.00 |
| Greenfrog Tadpoles (Special Price) | 1.00 |

Collections 25% off F. O. B. Cincinnati, Ohio.

Page 14—Collections 25% Off F.O.B. Cincinnati, Ohio

Cut Water Lily Flowers, assorted colors, 50c doz. plus postage.

Page 15—TROPICAL FISH

No shipments made from April 15 to June 15. Write for Special Prices in effect during the Summer and early Fall months. Books—Net, as quoted.

Page 16—AQUARIUMS

25% off on all aquariums. Aquarium Cement 25c per can net—6 for \$1.50. Ornaments, Plant Pots, Heaters, etc., 25% Discount.

Page 17—AQUARIUM SUPPLIES

Pumps, Filters and all Air or Water Circulating equipment subject to 25% Discount. Write in detail stating your requirements and conditions and will quote price on equipment you need and send recommendation and literature.

Aquarium Supplies, including Dip Nets Nos. 1, 2, 3, 4, 5, 6, all subject to 25% Discount.

POOL SUPPLIES

| | |
|--|--|
| Pool Nets—Nos. 10, 11, 13, 16 and Netting | 10% Discount |
| Pool Paint.....1 Quart, \$1.10; ½ Gallon, \$2.00; 1 Gallon, \$3.90 Net | |
| Lily Tubs | Quoted Page 7 |
| Fertilizer (20% off) | 20c and 68c per Can Net |
| Fish Lice Remedy | Price on application, state volume of water. |
| Sunfish (Fish Lice Eaters) | Per Dozen 50c |

Page 18—Pool Paint

| | |
|---|-------------|
| Pool Paint (Sky Blue), 1 Qt. \$1.10, ½ Gal. \$2.00, 1 Gal. \$3.90 Net | |
| Pool Caulking Compound | No Discount |

FOODS

Page 21—LAKEVIEW FIVE FISHES BRAND



Be Thrifty — But Treat Your Goldfish Well!

New Packages—Generous Sizes—Good Profit

You will be proud to offer these new foods to your trade. Illustrated and described inside rear cover.

| | Each | Per Doz. | HALF Gross |
|--|------|----------|------------|
| No. 1 Lakeview Wafer Food (Retail 5c to 10c) | .04 | .40 | 2.40 |
| No. 2 Lakeview Natural Fish Food (Big 2-oz. shaker cans) | .05 | .58 | 3.24 |
| No. 3 Lakeview Goldfish Food for Pools (Giant 8-oz. shaker can) | .20 | 1.80 | 10.80 |
| No. 4 Lakeview Pure Dried Shrimp (1-oz. shaker can) | .05 | .58 | 3.24 |
| No. 5 Lakeview Pure Dried Shrimp (Giant 5-oz. shaker can) | .22 | 2.40 | X |
| No. 6 Lakeview Tropical and Baby Goldfish Food (1½-oz. shaker can) | .05 | .58 | 3.24 |
| No. 7 Lakeview Turtle and Newt Food (New style can) | .05 | .60 | 3.60 |

FOODS IN BULK: 5 pounds or more (one kind) of the above foods will be sold in bulk at these prices:

Natural Food, 20c per pound; Dried Shrimp, 35c per pound Tropical and Baby Goldfish Food, 50c per pound

Collections 25% off F. O. B. Cincinnati, Ohio.

Collections shown on cover 25% off F.O.B. Cincinnati, O.

Quality Merchandise Assures Satisfaction and Profits

COMPLETE WATER PLANT
COLLECTIONS FOR DEALERS
A Money Maker and a Sell-Out
COLLECTION No. D-38

24 Hardy Water Lilies as follows:

- 6 Odorata Hardy White
- 6 Chromatella Hardy Yellow
- 6 Hardy Light Pink (our selection)
- 2 Rose Arey Hardy Dark Pink
- 2 Hardy Apricot (our selection)
- 2 Hardy Reds (our selection)

60 Pool Plants as follows:

- 10 Water Canna, Double Size
- 10 Water Poppy Plants
- 10 Water Snowflake Plants
- 20 Water Hyacinths
- 10 Bunches Parrot Feather

Retail value of above choice plants is \$35.00.
Complete collection as above, carefully packed,
each variety tagged, F. O. B. Cincinnati, Ohio.

COLLECTION No. D-38, Only \$10.85 Net

One-Half the above COLLECTION,
ONLY \$5.85 Net

Order by Number

PLEASE DO NOT ASK FOR SUBSTITUTIONS

SPECIAL ITEMS

SMALL GLASS FISH GLOBES

(These are not listed in the Catalogue, but are available to dealers as follows: Note how packed, as we do not split cartons. Prices are F. O. B. Ohio Factory.

| | Standard Pkg. (Minimum Order) | Shipping Wgt. | Price per Doz. Crystal Glass |
|------------------|----------------------------------|------------------|---------------------------------|
| 1 Quart | 3 Doz. Carton | 40 lbs. | \$.85 |
| 1/2 Gallon | 2 Doz. Carton | 43 lbs. | 1.20 |
| 1 Gallon | 1 Doz. Carton | 38 lbs. | 2.60 |
| 2 Gallon | 1/2 Doz. Carton | 38 lbs. | 5.20 |

(Furnished in Drum type or Squat type—Specify which.)

COLORED CHIPS FOR AQUARIUMS
AND BULB BOWLS—Waterproof

Packed in very attractive individual retail packages, 6 doz. packages per carton. Weight, 60 lbs.

| | | | |
|--------------------------|----------------|-----------------|--------|
| Dozen..... | \$.60 | Half Gross..... | \$3.50 |
| In Bulk, 4 1/2c per lb.; | 25 lbs. \$1.00 | 100-lb. bag.... | \$3.50 |

COLORED WHOLE SHELLS—Waterproof

Packed in very attractive individual retail packages, 6 doz. packages per carton. Weight, 30 lbs.

| | | | |
|----------------------|------------------|-----------------|--------|
| Dozen..... | \$.65 | Half Gross..... | \$3.75 |
| In Bulk, 8c per lb.; | 100-lb. bag..... | | 7.50 |

PAPER PAILS—Waterproof

These are used in the trade for customers to carry fish to their homes. They can be used for small Goldfish and for Tropicals.

| | |
|---|--------|
| One quart size, per 100 (Not less than 100 sold)..... | \$1.25 |
| Two quart size, per 100 (Not less than 50 sold)..... | \$2.50 |

LAKEVIEW WATER HYACINTHS

Water Hyacinths can be bought cheaper than we quote them, but there's as much difference between our plants and cheaper plants as there is between a Fine Red Delicious Apple and a wormy, knotty cull.

We have spent over fifteen years merchandising Water Hyacinths, not merely shipping them. We guarantee to ship you the finest plants on the market, and to have them arrive in good condition. We guarantee your entire satisfaction with every order, and if you sell our plants you will find like hundreds of dealers that you make more money handling LAKEVIEW WATER HYACINTHS than any others. That is why we ship more of them each Spring than all the other shippers put together. COLORED WINDOW DISPLAY SIGNS and FREE CIRCULARS for customers are supplied to all dealers.

STANDARD SIZE CASES

Special Prices Effective March 15 to October 15

April 1 to June 15 shipments by Fast Express from Our
Branch in Northern Florida

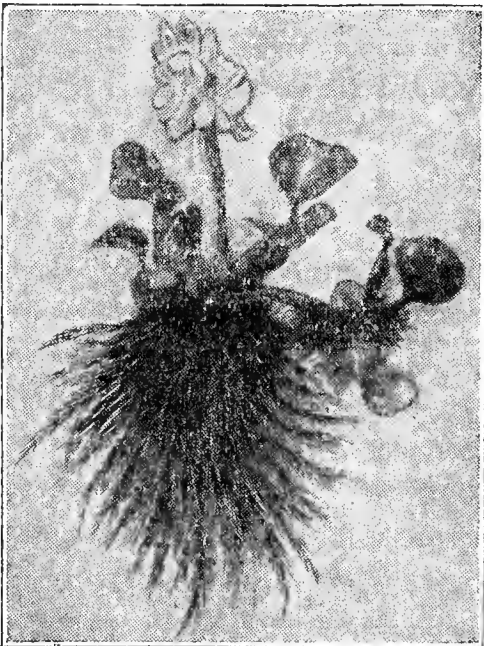
All choice young plants, fresh, clean roots and leaves, very carefully packed as follows (free circulars for customers packed with every box):

| | Per Box |
|--|---------|
| 60 Regular Grade Water Hyacinths..... | \$ 2.00 |
| 80 Regular Grade Water Hyacinths..... | 2.60 |
| 100 Regular Grade Water Hyacinths..... | 3.00 |
| 120 Spawning Grade Water Hyacinths (no less sold)..... | 2.70 |
| 500 Spawning Grade Water Hyacinths..... | 11.00 |

(Good Plants selected for spawning, with good roots, but leaves not quite as choice as Regular Grade. Fine value.)

| | |
|--|------|
| 50 Extra Choice Plants..... | 2.25 |
| (Larger Size, Larger Leaves, Larger Roots, Extra Select) | |
| 90 Extra Choice Plants..... | 4.00 |
| (Larger Size, Larger Leaves, Larger Roots, Extra Select) | |

"Use Water Hyacinths for Spawning and in Outdoor Pools"



FOR PROMPT SHIPMENT
OF WATER HYACINTHS
DURING SPRING
SEASON, ADDRESS
FLORIDA OFFICE

The finest
Water Hyacinths
on the market are
supplied to the
trade by

Lakeview Ponds

BRANCH OFFICE in Northern Florida, near Jacksonville, at
GREEN COVE SPRINGS, FLORIDA

TERMS ON WATER HYACINTHS

Net cash with order. No shipments sent C. O. D. All plants shipped Express Collect from our shipping points, Northern Florida, March 15 to June 15; Cincinnati, June 15 to Oct. 15. Prices quoted above effective during Hyacinth Season only, March 15 to October 15th.

Aquariums and Outdoor Pools

If you want to raise young fish in your pool, buy your fish in April or early in May, so as to get the most benefit from the Spring spawning season, which lasts from the middle of March to the end of June.

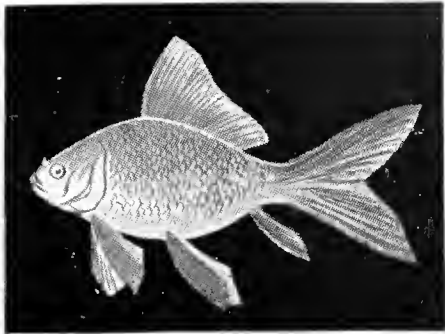
The grades marked (*) are large enough to spawn the first Spring spent in a pool. Others will be large enough to spawn the following Spring. For spawning, be sure to use some Water Hyacinths, the beautiful floating plants seemingly made by Nature for this purpose.

NOTE—*Sizes are stated in inches and are the overall length of fish from "the tip of the nose to the end of the tail."*

Live delivery guaranteed as per terms on page 20.

FISH FOODS
For complete
Fish Foods
in Packages.
treat your
Use Lakeview

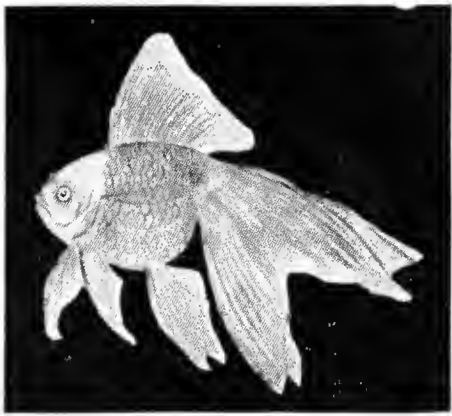
REMEDY
Method to con-
and a live,
that helps are
page 17.



COMMON GOLDFISH

These fish are bred from selected strains of the most popular, hardy Common Goldfish. They are the cheapest, toughest, and most prolific of all Goldfish varieties, and are unsurpassed for use in larger pools and ponds. Adults grow to be 12 to 14 inches long when kept in large ponds. They come in assorted colors, including black and gold, red and white, all white. Mixed colors given as they come.

| | |
|---------------------|---------------------------|
| 2 to 3 inches..... | each, 5c—per doz., \$.50 |
| 3 to 4 inches..... | each, 7c—per doz., .80 |
| *4 to 5 inches..... | each, 10c—per doz., 1.00 |
| *5 to 6 inches..... | each, 18c—per doz., 2.00 |
| *6 to 7 inches..... | each, 30c—per doz., 3.00 |



FANTAILS

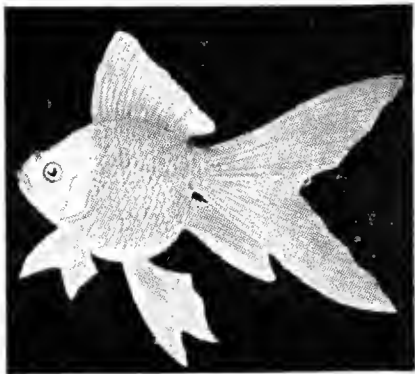
Our Fantails and other Fancy Fish are known throughout the Whole-sale Trade for their very choice quality. These fish are characterized by a deep, plump body and well-developed fins, and a double or "Fan" tail. Colors are all red, all gold, pearl (or white), black and red, pearl and red. Mixed colors are given as they come. (Adults grow to 6 or 7 inches.) (Extra large specimens at \$2.00 to \$4.00 each.)

| | |
|----------------------|----------------------------|
| 2½ to 3 inches..... | each, 10c—per doz., \$1.00 |
| *3 to 3½ inches..... | each, 15c—per doz., 1.50 |
| *3½ to 4 inches..... | each, 25c—per doz., 2.50 |
| 4 to 5 inches..... | each, 40c—per doz., 4.00 |

CALICO FANTAILS

Body structure of these fish is the same as Fantails, but they have invisible scales and come in the "Calico" colors of the Shubunkin. They are beautiful fish, will grow to 6 to 7 inches in size and are now considered hardy. (Extra large fish, \$2.00 to \$5.00 each.)

| | |
|---------------------|-----------|
| 2½ to 3 inches..... | each, 25c |
| *3 to 4 inches..... | each, 50c |



NYMPHS

(Choice Specimens Only)

These fish have the deep bodies of the Japanese Fantails with a single tail. Choice specimens are highly prized by fanciers, and come in the same colors as Japanese Fantails.

| | |
|---------------------|----------------------------|
| 3 inches..... | each, 10c—per doz., \$1.00 |
| *3 to 4 inches..... | each, 20c—per doz., 2.00 |
| *4 to 5 inches..... | each, 35c—per doz., 4.00 |

UNCOLORED GOLDFISH

(Silver Fish, Live Bait)

Uncolored Goldfish are extensively used as live bait for fishing, and some mighty fine catches are made with them. They are easy to transport, as they are much tougher than creek minnows.

Another use for these fish is for Mosquito Control. For this purpose they are the cheapest natural remedy we know of. We have a limited quantity available in Spring, during March and April and during the Fall and Winter from November 1st to March. (Other months by special arrangement only.)

| | |
|---------------------|----------------------------|
| ±2 to 4 inches..... | dozen, 30c—per 100, \$2.00 |
| ±3 to 5 inches..... | dozen, 40c—per 100, 3.00 |

(±) NOTE—A deposit of \$1.00 per 100 fish, additional to the above prices, should be sent with orders from customers unknown to us. This is to insure the return of shipping cans which are in some cases worth more than the value of fish sent. This deposit will be refunded (or credited, if you prefer), as soon as the cans are returned to us. (Applies to Uncolored Goldfish only.)

MATED PAIRS FOR BREEDING

(AVAILABLE MARCH 1 TO MAY 15 ONLY)

Here is a limited offering of Mated Pairs, male and female, in the following species; all choice adult fish, specially selected for breeding.

Tazewell, Va.
Thank you and
on the nice
that you sent
ed fish from a
ent places, but
otten anything
for the same
y. I certainly
go to get my
now."
W. POBST.

JAPANESE FANTAILS

| | |
|---------------------------------|------------------|
| *Small Adults (3 to 4 in.)..... | per pair, \$.75 |
| *Medium Adults (5 in.)..... | per pair, 2.00 |
| *Large Adults (5 to 6 in.)..... | per pair, 3.50 |

CHINESE MOORS, RED TELESCOPES

| | |
|----------------------------------|------------------|
| *Small Adults (3½ to 4 in.)..... | per pair, \$1.50 |
| *Medium Adults (4 to 5 in.)..... | per pair, 2.50 |
| *Large Adults (5 to 6 in.)..... | per pair, 4.00 |

SHUBUNKINS (Good Color)

| | |
|----------------------------------|------------------|
| *Medium Adults (5 to 6 in.)..... | per pair, \$1.00 |
|----------------------------------|------------------|

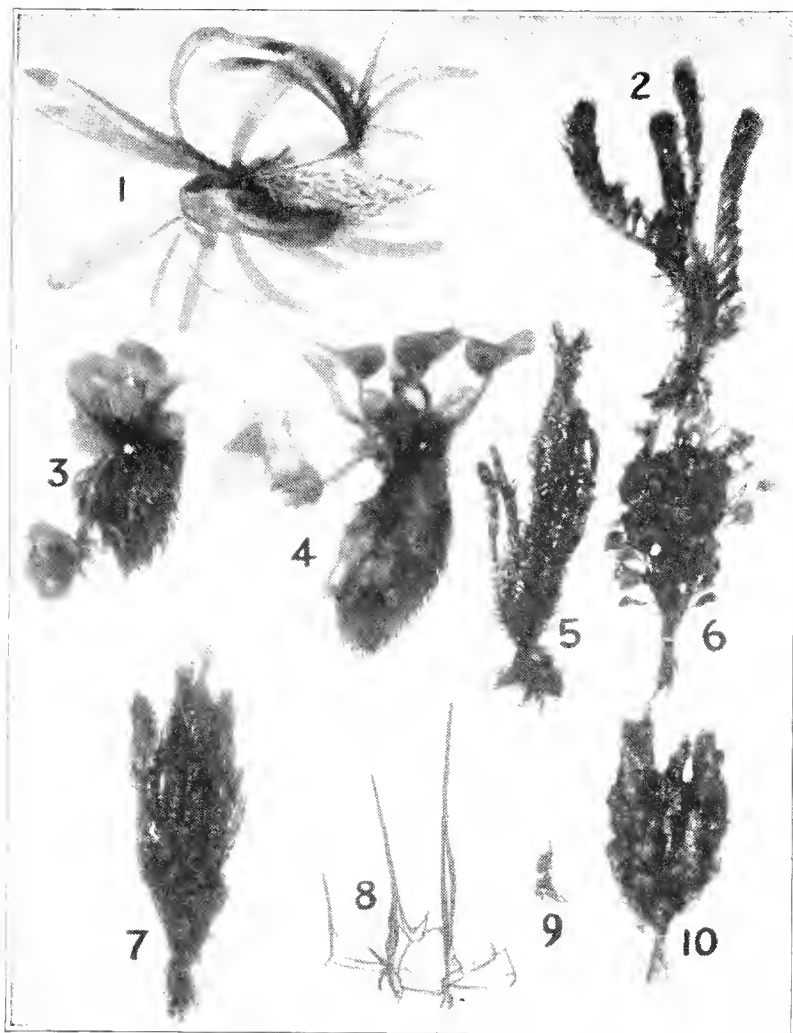
COMETS

| | |
|--|------------------|
| *Select Large Adults (7 to 8 in.)..... | per pair, \$2.00 |
| *Select Extra Large Adults (8 to 10 in.)..... | per pair, 4.00 |

(†) NOTE—We do not guarantee the sex of these fish, but insofar as humanly possible we select mates. In case of error we will not be responsible for loss, since male and female fish are of equal value and we cannot be responsible for results. Two or more pairs should be bred together to insure best results.

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g you success,
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D. WING.

Aquatic Plants for Aquarium and Pools



Plants shown above are one-sixth natural size. All are hardy except Nos. 3, 4, and 9, which are floating plants and should be replaced yearly. See descriptions and prices below.

- No. 1. Sagittaria**—(The large plant is shown sidewise.)—A splendid (V) oxygenator for aquariums and pools. Has stiff, strap-like leaves, which grow under water most of the year, but plants send up tall leaves above water and a blossom in summer, during which time it is out of season, but still available. Steadily gaining popularity as it gets better known. Grows well in aquariums throughout the year. **10 each. 6 for 50c**
- No. 2. Parrot Feather**—A species of *Myriophyllum*, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. **2 bunches for 25c**
- No. 3. Shell Flower**—Similar to Water Hyacinths, but rarer and preferring semi-shade and moist atmosphere. Does nicely in pools in summer. Available May 1 to November 1 only. Should be placed in suitable location as soon as received. **4 for 50c. \$1.50 per dozen**
- No. 4. Water Hyacinth**—"The Queen of Aquatic Plants"—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for goldfish to spawn on. Special low prices April to November. **10c each. 6 for 50c**
- No. 5. Anacharis Gigantia**—Splendid oxygenator for aquariums, and (V) does nicely without much light. Not available at all times. **10c per bunch. 6 for 50c**
- No. 6. Ludwigia**—A very pretty plant, with well-developed leaves (V) colored green on top, reddish underneath. Grows above and below water, and a very choice plant. Available year round. **10c per bunch. 6 for 50c**
- No. 7. Myriophyllum**—The largest selling bunched plant for the winter months. Available November to June 1, and most satisfactory when in season. Our standard when Cabomba is out of season. **10c per bunch. 6 for 50c**
- No. 8. Valisneria**—A grass-like plant, for aquariums. Reproduces (V) with creeping runners, same as *Sagittaria* (No. 1). Available year round. Fine for tropical fish and all aquariums. **2 for 5c. 30c per dozen**
- No. 9. Salvinia**—A miniature floating plant, with dainty, fuzzy leaves 1/4" to 1/2" in diameter. Grows on the water without soil, but likes partial shade. **Per portion, 25c**
- No. 10. Cabomba**—This is the best known of all aquarium plants and (V) is now available the year round. The plant is relished by Goldfish and many Tropicals and helps keep them in good condition. **10c per bunch. 6 for 50c**

The Submerged Oxygenating Plants

(Marked V)

IN the modern aquarium or pool the first requisite is a so-called "balance" of fish and plant life which, when obtained, entirely eliminates the necessity of ever changing the water. Fish "breathe" oxygen from the water by means of their gills. They give off carbon dioxide. Certain plants absorb the carbon dioxide in the water for their growth, and in turn, during the daytime, actually give off oxygen to the water. This is the "balance" that aquarists speak of, and which is so necessary for healthful conditions for all the members of the aquarium or pool. The only care then required is to remove foreign substances, feed properly, and add water to take up the evaporation.

The plants with check mark (V) are the best to grow under water in an aquarium or pool. Most of these plants need some sunlight or artificial light to grow indoors. All should be planted in sand in an aquarium—but in soil covered with sand in a pool—and the lead clips furnished on the bunched plants should be removed before planting. A dozen or so of these plants in shallow boxes will greatly help to keep the water in your pool fresh during the Winter. It is best to provide extra boxes for pool use, for if planted in the Water Lily boxes they absorb much of the nourishment and tend to choke out the lilies.

The following plants are not shown on cut.

Coontail, Spatterdock, Nitella and Hair Grass are hardy in most States, the others are not.

(V) **WATER POPPY**—A dainty rooted plant which sends up floating leaves and bears yellow flowers similar to the California poppies. Plant in shallow water same as a small water lily. Water Poppy can also be used for inside aquariums if planted in small pots, but develops better outdoors. **10c each. 6 for 50c**

WATER SNOWFLAKE—A floating aquatic with leaves like a small water lily. When detached the leaves will send down roots in shallow water and produce a new plant. It bears dainty white flowers an inch in diameter which resemble a giant snowflake. (April to December.) **Whole plants, 20c each**

(V) **SOUTHERN SPATTERDOCK**—This is a splendid large leaved underwater plant for aquariums and pools. The leaves give off oxygen to the water and grow very beautifully in an aquarium. Spatterdock has a large tuberous root which should be planted in a pot, using a little soil below and sand on top. **20c each. 3 for 50c**

(V) **CRYPTOCORYNE**—This is one of the rarer underwater plants suited to aquariums. It will grow in deep shade, and is well suited to indoor use, hence highly recommended for aquariums and very decorative. **20c each. 3 for 50c**

(V) **NITELLA flexilis**—This is a hair-like underwater plant which floats in the water and makes a dense jungle thicket of its many thin branching stems. Baby fish find security in it. Good for Tropical Aquariums. **Per portion, 50c**

(V) **HAIR GRASS**—When properly started, this will form a regular carpet—an underwater lawn—on the bottom of the aquarium. **Per portion, 50c**

UMBRELLA PALM—This is the old favorite Umbrella Plant. A well-known shallow water plant used mainly for pools. These are choice Greenhouse Grown Plants from 2 1/2-inch pots. Will grow very large during the Summer, but must come in for Winter. **15c each**

COLLECTIONS OF OXYGENATING PLANTS (Available the year round)

No. 01—(Suitable for 5 to 10 gallon aquarium or a very small pool.) Ten choice oxygenating plants and bunches in five varieties and a few of the miniature floating plants added. Collection No. 01 **\$1.00**

No. 02—Fancier's Collection. A special selection of rarer and artistic underwater plants suitable to 10-15 gal. aquariums. Our selection of best varieties in season. At least 10 plants. Collection No. 02 **\$1.35**

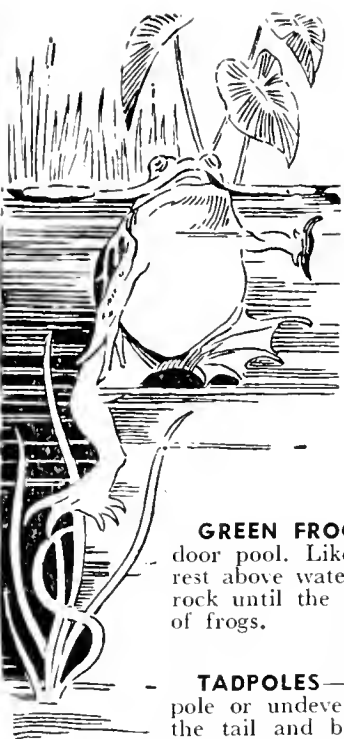
Snails, Scavengers, Etc.

SNAILS and Tadpoles should be in every aquarium or pool. They are the clean-up squad and help greatly to maintain healthy conditions in the water. The snails eat algae and green scum, and tadpoles eat decayed matter and surplus food.

Snails and clams can be shipped with your plant orders when weather is not too warm. The other items must go in water by express. We prefer to ship all these items by express, as it is usually safer to send them with some water. Do not subject any of these animals to sudden changes of temperature. No extra charge for shipping cans.

SPECIAL NOTICE — LABORATORY SPECIMENS

We supply specimens for Biology and Zoology Depts. of Schools and Colleges. Write us your needs in our line. We will quote special prices on larger quantities.



GREEN FROGS—A natural accessory for every outdoor pool. Like turtles, the frogs need some place to rest above water, so provide a flat board or protruding rock until the lilies grow. Insects are the natural food of frogs.
Small size, 40c per pair. \$1.00 for 6.
Large size, 50c per pair. \$1.25 for 6.

TADPOLES—These are the green frogs in the tadpole or undeveloped state. They will develop legs, lose the tail and become baby frogs during the summer. Meanwhile they are scavengers and eat decaying materials. Tads must be shipped in a can with water, but we make no extra charge for it for this purpose.
50c per dozen. 50 for \$1.75. \$3.50 per 100.
(Shipping can included.)

BLACK RAMSHORN SNAILS—These are very similar to the valuable Red Ramshorn Snails, but are much more hardy and are very prolific. Good for aquariums or pools.
Size about 1/2", 5 for 25c. 50c per dozen. \$4.00 per 100.

JAPANESE SNAILS—These are the largest of the aquarium snails and are entirely hardy in a pool. They are better able to resist their natural enemies because when they retire into the shell for protection they can close their trapdoor to all intruders. The young snails are fully formed and have their own small shell when released by the parent. Active eaters of algae and green scum.
Medium size, 4 for 25c. 60c per dozen. \$5.00 per 100.
Extra large size, 3 for 25c. \$1.00 per dozen.

RED RAMSHORN SNAILS—These are very active algae eaters and show up at their best in a well planted aquarium. The body and shell are coral red. They grow to be about 1 inch in diameter. Rare and desirable.
Size about 1/2", 3 for 25c. \$1.00 per dozen.

BABY GREEN TURTLES—These little fellows are about two inches in diameter and are beautifully marked with red, green and yellow. The underpart of their shells is curiously marked, every turtle seemingly with a different pattern. Many of the marks resemble maps, hence the name "Geographic" turtles. Children are always delighted with these harmless little pets. They may be kept in a pool while small, but indoors should be kept in their own small bowl with a stone to crawl out of the water and rest on.
15c each. 2 for 25c.

FRESH WATER CLAMS—Size 2 to 4 inches. These fresh water mussels are in demand for pools, as they help keep the water clear by constantly straining out food particles. Keep them in sand; not too warm, and in old "Green Water," if you have it.
4 for 25c. 75c per dozen. \$3.00 for 50.

JAPANESE RED-BELLIED SALAMANDERS—Harmless; attractive; same care as turtles. Black, jet black; belly, red. These are a form of water newt, and like frogs, are fine insect traps.
15c each. 2 for 25c.

AMERICAN SALAMANDERS—A harmless native water newt. Back covered with red and black dots. Belly, yellow spotted with brown. Like the above, they are insect eaters.
15c each. 2 for 25c.

Money Saving Collections

COLLECTIONS OF POOL PLANTS

Collection of 10 shallow water plants, representing at least 5 varieties, of our selection. All choice plants.
Collection No. P1..... \$1.50

Collection of 20 shallow water plants, representing at least 8 varieties, of our selection. All choice plants.
Collection No. P2..... \$2.70

MEDIUM POOL COLLECTION—36 choice water plants in 12 or more varieties, making a complete collection for a medium size (7 x 10) pool. Includes the following:
14 Plants for sides, clumps, corners or margins.
8 Plants for centerpiece or background. (Tall plants.)
6 Underwater oxygenating plants.
6 Water Hyacinths.
2 Other varieties of floating plants.
Collection No. P3..... \$4.00

COLLECTIONS OF SCAVENGERS

FOR A SMALL OR MEDIUM SIZE POOL

Shipped in a can with water, Express Charges Collect 10 Tadpoles, 10 Japanese Snails, 10 Black Ramshorn Snails, 2 Clams, and 2 Salamanders. Includes shipping can and 34 Scavengers.
Collection No. S1..... \$1.70

FOR A LARGE POOL

Double the above collection with 2 extra clams and 4 frogs. Includes shipping can and 74 scavengers.
Collection No. S2..... \$3.50



This photograph of a charming informal pool was sent by Mr. R. R. MacLeod, of Greensboro, No. Car. The tall plant near the center is the handsome Water Canna which is hardy.

Some "Unusual" Collections for Pools

Water Lilies as Cut Flowers

Here is an exceedingly attractive flower arrangement made at Lakeview using Hardy Water Lilies and leaves of the Water Canna. When used as cut flowers, all Hardies, and the Day Blooming Tropical Water Lilies, open in the morning and close about sundown as they do in a pool. The Night Blooming Tropical Water Lilies are truly magnificent in a vase at night. They close tightly next morning, but open again the following evening, and will last for three or four days. All the Tropical Lilies we list may be used as cut flowers. Of the Hardies, we especially recommend Attraction, Gloriosa, Commanche, Helen Fowler, W. B. Shaw and Gladstone. The two collections listed contain Water Lilies specially adapted for cut flower arrangements in vases or floating in low bowls.



If interested in purchasing Cut Water Lily Flowers during June, July, August, or September, they are available at from 50c to 75c per dozen, plus postage.

Seven beautiful Hardy Water Lilies described on pages 4 and 5. These Lilies will produce a magnificent effect in any pool of 70 square feet (or more) of water surface. "LAKEVIEW LUCKY SEVEN" consists of Gladstone and Gonnere (whites), Commanche (apricot changeable color), W. B. Shaw, Rose Arey and Helen Fowler (pinks), and Sunrise (yellow). All varieties easy to grow. Value, \$10.50.

COLLECTION No. L7—
Postpaid **\$6.95**

PYGMY WATER LILY COLLECTION

Three choice Pygmy Water Lilies: White Pygmy, Yellow Pygmy and Aurora or Paul Hariot. (White, Yellow, and Changeable-Apricot.) A very harmonious and interesting trio.

COLLECTION No. L16—
Postpaid **\$3.00**

Giant Goldfish Collection No. G4

Twelve choice large Breeding Fish which will add color and beauty to any of the larger sized pools. These fish are larger and finer than most people have ever seen in a pool, and we have named this collection after the founder of LAKEVIEW, who was a pioneer breeder of Fancy Goldfish.

Consists of the following Fish:
1 Pr. Golden Carp, 10" 1 Pr. Large Shubunkins, 8-10"
1 Pr. Giant Comets, 10-12" 1 Pr. Giant Fantails, 6-8"
1 Pr. Young Giants, 7-9" 1 Pr. Black Chinese Moors, 5-6"

Six pairs of the finest and largest Goldfish obtainable for a pool; at the lowest price ever quoted. (Available only from November to June 1.)

SPECIAL COLLECTION No. G4,
F. O. B. Cincinnati..... **\$23.50**
Shipment by Express. Large can to be returned.

Complete Collection for a Medium Pool

Here is a special bargain collection of selected items for the popular sized pool of about 70 square feet. Complete, including shipping cans.

25 Choice Goldfish. 4 to 5 in., selected from the six varieties shown in catalog. Our selection.

- 1 Pair Young Giant Goldfish.**
- 16 Assorted Snails and Tadpoles.**
- 3 Choice Hardy Water Lilies.** White, yellow and pink (your choice, any we list).
- 1 Egyptian Lotus or Blue Beauty Water Lily.**
- 1 Collection of Oxygenating Plants.** (No. O1, page 12).
- 1 Collection of Shallow Water and Bog Plants.** (No. P1, page 13).

Special Group Price f.o.b. Cincinnati
COLLECTION No. G7X

(Value \$14.65) **only \$11.65**

TUB GARDEN COLLECTION

- 1 Dwarf Water Lily, your choice of White (Odorata), Yellow (Yellow Pygmy), or Apricot (Paul Hariot).
- 2 Floating Water Hyacinths
- 4 Aquatic Plants to plant in the tub
- 3 Japanese Live Bearing Snails
- 6 Black Ramshorn Snails
- 6 Assorted Iris to plant next to the tub. (If Iris is not wanted we will add 2 Water Cannas.)

COLLECTION No. XI (without tub)
Price F.O.B. Cincinnati,
shipment by Express..... **\$2.35**

A 24" WHITE CEDAR TUB which will last a good many years and which is excellent for this use will be shipped F.O.B. Cincinnati. Shipment by Express for \$2.00 each. (Shipping weight, one tub, 15 lbs.)

Specimen Goldfish Collection No. G5

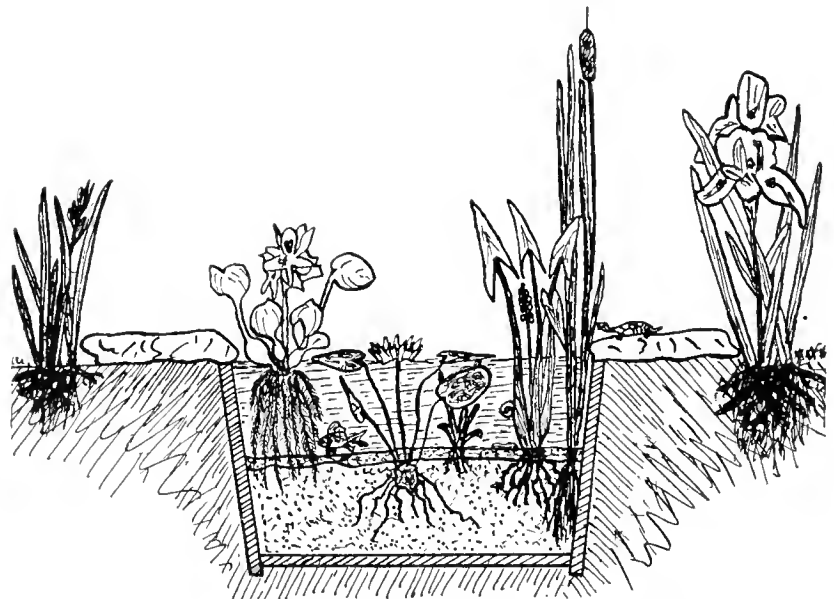
Seven pairs of real SPECIMEN Goldfish, all different, and all choice young breeding fish, two to three years old, ranging in size from 4 to 6 inches. A special Assortment to please the Fancier. Includes a pair of Comets, Nymphs, Japanese Fantails, Calico Fantails, Red Telescopes, Chinese Moors, and Shubunkins. Also 10 Tadpoles, 10 Black Ramshorn Snails, 6 Japanese Snails, and 6 Water Hyacinths are included in this Collection. (Value \$9.40.) Available only from November to June 1.)

SPECIAL COLLECTION No. G5,
F. O. B. Cincinnati..... **\$6.90**

Large can to be returned.

The Tub Garden

MANY Garden Lovers with limited facilities have solved their problem of *what kind of a pool to build* by creating an attractive and inexpensive small Tub Garden. A wooden tub or half-barrel well cleaned, or a watering trough, a tank or even an old bath tub from a junk yard have been used for this purpose with delightful results.



This is a sectional drawing of a Tub Garden showing one of our White Cedar Tubs sunk in the ground. Left to right the items shown are: Iris, Water Hyacinth, Goldfish, Water Lily, Sagittaria Plant, Indian Arrow Head Plant, Cat Tail, Baby Turtle on rock and Iris.

Interesting Tropical Fish

THERE are hundreds of varieties of small fresh water fishes, native to the various warmer countries of the world, which may be successfully kept in aquariums and pools. Of the many species of these fish, a few are outstanding in their beauty of color and form, as well as their interesting habits of breeding. During the past ten years the hobby of keeping these tiny Tropical Fish has gained great popularity in Europe and in the United States. We list here only the best varieties of proven merit.

KEEPING IN THE HOME—When properly managed, a balanced aquarium can be easily maintained; and with clear water, growing plants, and with some colorful Goldfish and a few Tropical Fish, is a source of much beauty. Tropical Fish will live contentedly in rather close quarters, and will proceed to mate and raise their families in their accustomed way. However, if you are a beginner in this hobby, we suggest that you order at least one of the books we list before you start. The most essential points for keeping Tropical Fish are a balanced, healthy aquarium, kept between 65 and 75 degrees. If possible, do not allow the temperature to vary more than a few degrees. For extra heat in Winter, automatic electric heaters are now available at low cost. (See Page 16).

**Varieties marked (*) will live together peacefully.*

SHIPPING—No shipments can be made during spring season, April 1 to June 15th. After June 15 and until about the end of November shipments are made in special containers packed to keep fish from chilling. Add 50c for shipping can. We guarantee live delivery of Tropical Fish shipped during warm weather only.

BOOKLETS AND BOOKS To Answer All Questions

TROPICAL FISH HANDBOOK.
Fourth edition. 60 illustrations. Describes and illustrates thirty-one popular Tropical Fish. Tells about aeration, pH control, treating diseases, etc.
Per copy, 35c

GOLDFISH AND THEIR CARE.
Also describing Tropical Fish. By O. C. Beldt. 1932 edition. 24-page modern booklet. Well illustrated.
Per copy, 15c

GOLDFISH VARIETIES AND TROPICAL AQUARIUM FISHES—
By Wm. T. Innes. This is the recognized authority on Aquarium Fishes and kindred subjects. 300 pages—275 illustrations. Cloth, Gilt Top.
Per copy, postpaid, \$4.00



Young "Angel Fish" in an aquarium.

LIVE BEARERS

(Unless otherwise stated all prices for Tropical Fish are for medium size adults.)

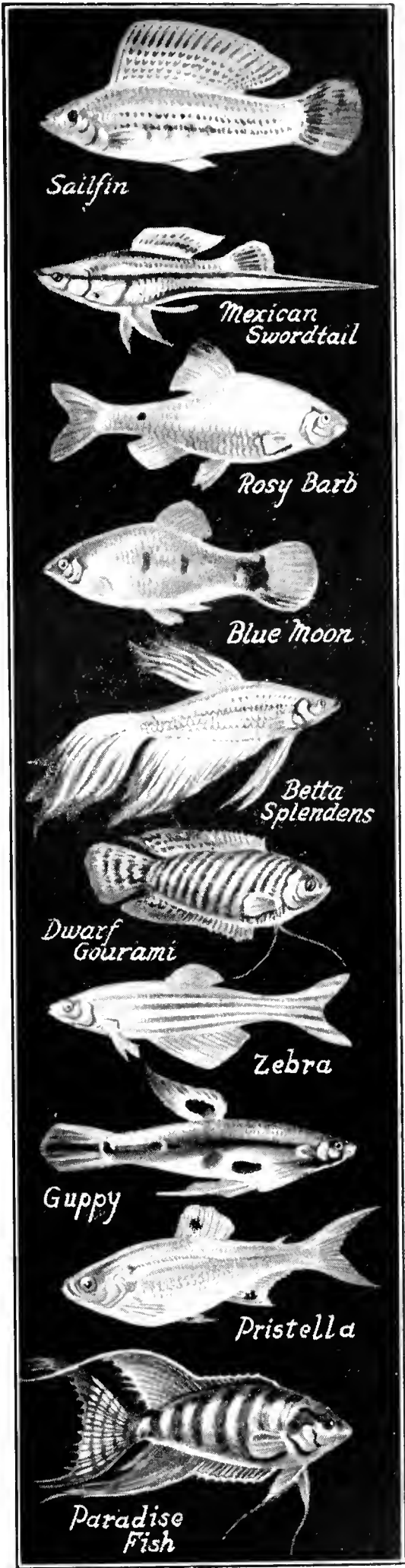
| | Per Pair | Per Doz. |
|--|----------|----------|
| Guppy, assorted kinds... | \$.20 | \$1.00 |
| Glorified Gold Guppies | .35 | 1.80 |
| Sailfins (out of stock) | | |
| Black Mollies. Similar to Sailfin illustrated but jet black color (large 1½ to 2") | .60 | 3.00 |
| Same, medium size (1 to 1½") | .40 | 2.00 |
| Green Swordtails, large.. | .40 | 2.00 |
| Green Swordtails, med... | .30 | 1.80 |
| Red Swordtails, large... | .60 | |
| Red Swordtails, med.... | .40 | 2.00 |
| Moons, blue, black or gold | .40 | 2.00 |
| Mosquito Fish | .25 | 1.20 |

BUBBLE NEST BUILDERS

| | Per Pair |
|--|----------|
| Betta Splendens (Siamese fighting fish): | |
| Cambodia (red and white) medium ... | \$.75 |
| Green and red, medium | .75 |
| Cornflower blue, medium | .75 |
| Large adults, any color | 1.50 |
| Paradise Fish, choice (will keep in water to 50 degrees) | .60 |
| Dwarf Gourami | 1.25 |
| Blue Gourami | 1.00 |

EGG LAYERS

| | Each | Dozen |
|---|--------|--------|
| Zebra Fish | \$.10 | \$1.00 |
| Rosy Barbs | .20 | 2.00 |
| Tiger Barbs | .50 | |
| Pristella Riddlei | .30 | |
| Head and Tail Light... | .30 | |
| Black Tetra | .30 | |
| Silver Tetra | .30 | |
| Brazilian Catfish | .40 | |
| Angel Fish (Pterophyllum Scalare) | .40 | 4.50 |



INTRODUCTORY COLLECTION No. T1

This low priced collection of Tropical Fish makes an ideal assortment for the beginner. We include Plants and Snails sufficient to balance a ten gal. aquarium.

One pair of each of the following: Swordtails, Blue or Black Moons, Zebra Fish, Black Mollies, Guppies, one medium size Angel Fish, and one Brazilian Catfish. Twelve fish, shipping can, Plants and Snails

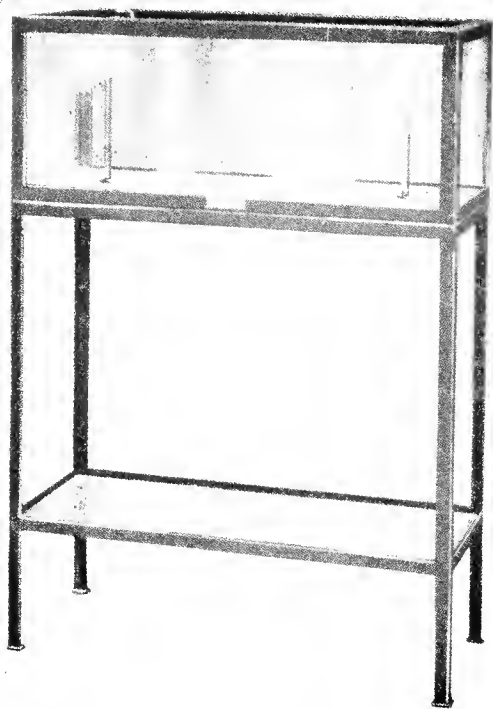
\$3.35

Note: We reserve the right to substitute a fish of equal value if out of stock in this collection.

Modern Aquariums

A WELL designed and artistic aquarium with plants and fish will afford a great pleasure to everyone in the house. Many varieties of Tropical Fish can be kept with Goldfish, and such an aquarium will be an especial source of interest during the dull Winter months.

Keeping Goldfish and Tropical Fish in aquariums has become much more of a science than in the days of the round fish globe. Now the "Aquarist" wants his plants to grow. He keeps the temperature about 70 degrees if he has any Tropical Fish, and for choice specimens of Goldfish he may even select a tank connected for running water which may be conveniently turned on at times. We list here a few choice styles suitable for home use. (Sizes are stated in inches, the last figure indicating depth.)



DISPLAY AQUARIUMS

These three display tanks are of the best construction obtainable. They are adapted for the storage of Goldfish or for Tropical Fish Stock Tanks and are recommended for home or store use.

Prices quoted are for Heavy Angle Iron frames with welded joints, slate bottom and dark green baked enamel finish.

We can also quote on tanks made of Chrome Plated Brass or Stainless Steel. Write if interested in specially made tanks. See also our listing No. 204 and No. 205 on this page.

No. DD1. Size 14 x 30 x 14" deep. 21 gal.
Tank only, \$25.50

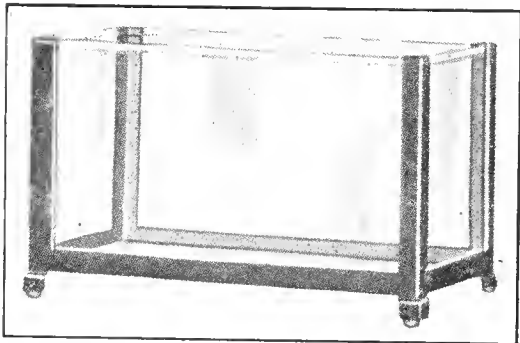
Stand and Shelf (height 30"), 9.00
Shipping weight, 70 lbs.

No. DD2. Size 14 x 36 x 14" deep. 25 gal.
Tank only, \$34.20

Stand and Shelf (height 30"), 11.25
Shipping weight, 122 lbs.

No. DD3. Size 16 x 48 x 16" deep. 45 gal.
Tank only, \$54.00

Stand and Shelf (height 30"), 15.00
Shipping weight, 190 lbs.



BULB EDGE AQUARIUMS

This is a very popular line of inexpensive aquariums. They are made of lead coated steel (non-corrosive), painted black with white line "marbled" markings, and are equipped with rubber bumpers on the feet. Sides are glazed with double thickness Bulb Edge Glass and bottoms are thick obscure solite glass. Packed in individual cartons.

No. 713—6 x 13 x 8" deep, 2 3/4 gallon;
each, \$2.65

No. 917—9 x 17 x 9" deep, 5 1/2 gallon;
each, \$3.45

No. 919—8 x 20 x 10" deep, 6 1/2 gallon;
each, \$4.25

*No. BB7—8 x 21 1/2 x 10" deep, 7 1/2 gallon;
each, \$3.95

*No. 1022—10 x 22 x 11" deep, 10 1/2 gallon;
each, \$5.50

Note: No. BB7 and No. 1022 are too large for Bulb Edge construction. They have frames around the top to give added strength.

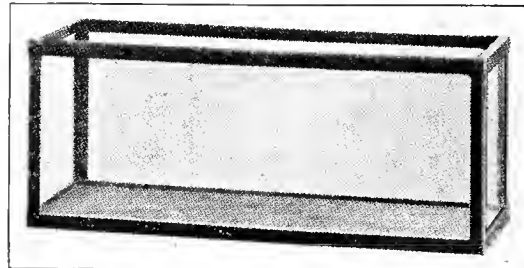
*We can furnish attractive black (or white) enameled stands for No. 917 at \$3.45 and No. BB7 at \$3.95. Stands are equipped with glass shelf for fern or house plant.

Terms of Shipment

Unless otherwise stated, prices are quoted F.O.B. Cincinnati and are subject to change without notice. Smaller aquariums are shipped by Express, larger ones by Freight.

SPECIAL NOTICE:

We supply aquarium equipment for Schools, Colleges, and Laboratories, also live zoological specimens. Write for prices on larger quantities of any items you use.



Metal Frame Aquariums

These aquariums are very serviceable and inexpensive. The frames are welded heavy gauge rustless sheet metal, painted black with white line "marbled" markings, glazed with clear glass, with SLATE bottoms set in dark plastic cement. They are used extensively in homes and for laboratories. Packed one to a carton.

| | Size | Capacity | Each |
|-----------|---------------|-----------------------------|---------|
| No. 75. | 6 x 10 x 8" | 2 gal. | \$1.20 |
| No. 76. | 6 x 12 x 9" | 2 3/4 gal. | 1.50 |
| No. 77. | 8 x 14 x 10" | 5 gal. | 1.95 |
| No. 78. | 10 x 16 x 12" | 8 1/4 gal. | 3.25 |
| No. 84. | 9 x 18 x 11" | 7 1/2 gal. | 3.25 |
| No. 85. | 6 x 20 x 10" | Window Aquarium—5 1/4 gal. | 3.25 |
| No. 86. | 10 x 20 x 12" | Window Aquarium—10 1/4 gal. | 3.95 |
| No. 88. | 7 x 24 x 10" | Window Aquarium—7 1/4 gal. | 3.95 |
| No. 91. | 8 x 26 x 11" | Window Aquarium—10 gal. | 4.95 |
| No. 89. | 12 x 24 x 12" | 15 gal., glass bottom | 5.95 |
| **No. 204 | 12x36x14" | deep—25 gal. | \$18.75 |
| **No. 205 | 18x36x20" | deep—50 gal. | 34.50 |

**Note: Numbers 89, 204 and 205 are welded angle iron construction and may be fitted with drain and feed (inlet and outlet pipes for running water) for \$7.00 extra, which makes them very serviceable for dealer or home use. Construction details on request.

AQUARIUM CEMENT

"Peerless" Aquarium Cement is the best obtainable. It is black in color, ready to use, and will always stay elastic so that the glass may expand and contract without cracking. With this cement it is easy to repair breaks or leaky aquariums at home.

Furnished in 1-lb. cans.

40c each. 3 for \$1.10

AQUARIUM ORNAMENTS

We can supply numerous styles of imported glazed china, or clay ornaments for aquariums at 10c, 15c, 25c, 35c, and 50c each. Specify style and price and we can please you.

PLANT POTS

Glazed china, or clay plant pots are available in round, triangular and rectangular shapes of various sizes at 15c, 25c, 40c, and 75c each. Specify style wanted.

CORAL FORMATIONS

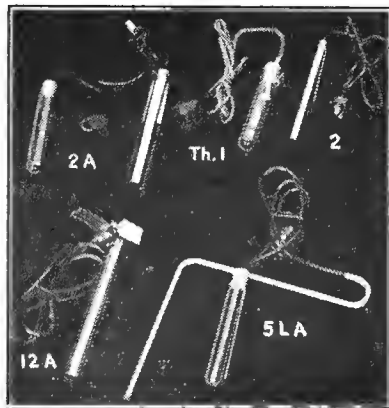
Natural Coral Rock formations are quite the vogue in Aquarium decoration. These are collected from Florida and the West Indies. Specify style wanted.

Beach Coral Rocks, each, 25c.

Deep Sea Corals, each, 35c and 40c.

Antler or Tree Corals, each, 45c.

AQUARIUM HEATERS



WHERE Tropical Fish are subject to a fluctuating temperature which may go below 65 degrees at night, it is advisable to use an automatic electric heater. They consume very little current and help keep the fish in good health by preventing chills.

We list several sizes which are quite inexpensive. All are guaranteed for one year. For average home conditions we recommend these sizes: 25 watt for tanks 4 to 6 gallons; 40 watt for tanks 6 to 9 gallons; 75 watt for tanks 10 to 15 gallons. Two or more heaters for larger tanks.

NOTE—At times a new heater will smoke first 15 minutes in use. Do not disconnect it, as it will stop in 15 minutes or so. Add 15c per heater if wanted by Parcel Post.

CHROMIUM PLATED AQUARIUM HEATERS

| | Each |
|--|--------|
| No. 1 (Not Automatic)—25 Watt..... | \$1.00 |
| No. 2 (Not Automatic)—40 Watt..... | 1.00 |
| No. 3 (Not Automatic)—75 Watt..... | 1.00 |
| THERMOSTAT No. 1, to regulate up to 300 Watts of the above heaters..... | 1.75 |
| No. 12A. Chromium-plated one-piece heater with thermostat built in. Furnished in size 40 or 75 Watt. Specify size wanted | 2.50 |

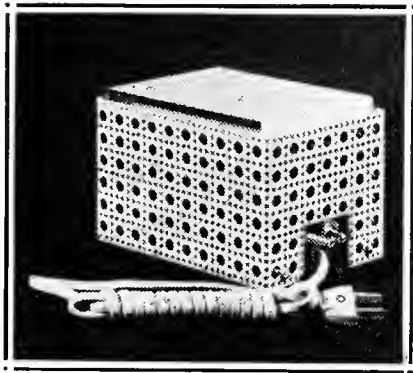
THE ACE AQUARIUM HEATER (Automatic)—Latest type chromium plated heater, waterproof and adjustable. Can be used under water, on the bottom, or at the side of aquarium. Thermostat easily attached to side of aquarium, and contains a VISIBLE BUILT-IN THERMOMETER.

Furnished in two sizes. 40 Watt for tanks 2 to 10 gallons, 75 Watt for tanks 10 to 20 gallons. Specify size.

Each, \$2.50

Supplies for Aquariums

AERATION of Aquariums is necessary if they are in any way over-crowded, and especially during periods of dull weather with no sunshine, for plants do not aerate the water without the sun, unless stimulated by electric light. With artificial aeration it is also possible to greatly increase the storage capacity of an aquarium.



THE AIR SPRAY PUMP excels in efficiency and long life for general tank aeration. It is noiseless, consumes but very little current, and requires no attention whatsoever. It delivers a sufficient amount of air to aeriate from one to eight average size tanks. **Each, \$8.50**

Other size air and water pumps to suit every requirement in prices ranging from \$8.50 to \$21.00, depending upon the size.

All Gill Pumps are unconditionally guaranteed for one year, and are an American product throughout.

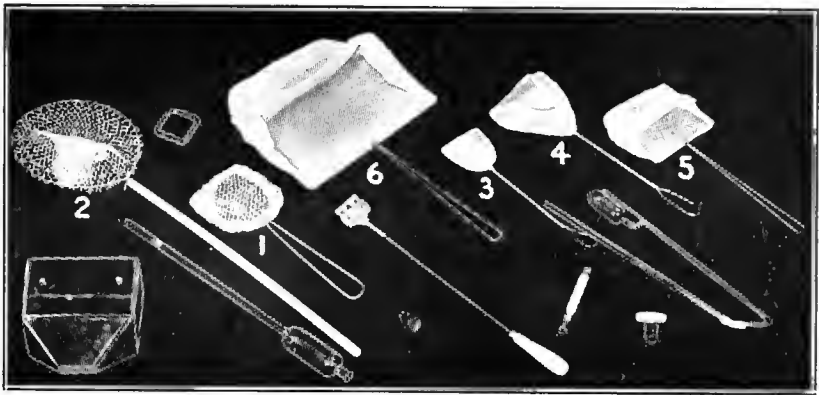
A fully illustrated catalog will be sent upon request.



MARCO OUTSIDE FILTERS

for Aquariums are designed to filter out the sediment and impurities in aquariums and keep water clear as crystal. Operated by means of a small water pump. Descriptive matter on request.

Prices:
Filters only
10" high\$ 9.00
12" high 10.00
Larger 17.50



GILL PUMPS FOR EVERY PURPOSE

Gill pumps are designed for long life and efficient service. The materials used in their manufacture are the highest quality and are carefully selected for their durability. This together with careful workmanship makes them outstanding values in their field.

AIR PUMPS—Priced \$8.50 to \$18.00. F.O.B. factory.

WATER PUMPS—For circulating or filtering water, or to operate miniature fountains or waterfalls are available at \$18.50 to \$21.00 up.

Complete information on pumps and equipment on request. Send for price list of pumps and accessories. Mention the use you have in mind.

AIREATOR STONES—These are small porous stones with a short attachment to insert in hose. The air is then released in the aquarium in a stream of fine bubbles. Two sizes. Medium, 40c each and up.

CONTROL VALVES—Small valve with knurled adjusting screw to regulate the flow of air to each air release.

Three styles, V1, V2, V3; each 50c.

HOSE CLAMPS—Small knurled adjusting screw permits the hose to be clamped together to cut down air supply to proper amount. Very satisfactory if regulated after each shut down of pump. **Each, 20c**

METAL FITTINGS—Small fittings to connect to the hose.

Metal T, each 25c.

Metal Cross T (X), each 35c.

RUBBER HOSE—Pure rubber tubing to fit valves, air stones, pumps, etc.

12 feet for 50c. \$3.50 per 100 feet.

FLOATING THERMOMETERS—Constructed so only 1 inch of top is above water. Temperature can be read through aquarium glass without removing. Red spirit indicator.

Price, each, 25c

THERMOMETER HOLDERS—Small rubber suction tabs with wire ring to hold thermometer stationary inside the aquarium.

Price, each, 10c

DIP NETS FOR AQUARIUMS

- No. 1. Wire handled Goldfish net, 4" diam., best grade netting.....**Each, 10c**
- No. 2. 6" diam. with 18" wood handle.....**Each, 30c**
- No. 3. Small Tropical Fish net, 2 1/2" triangular frame.....**Each, 10c**
- No. 4. Medium Tropical Fish net with 5" triangular frame.....**Each, 20c**
- No. 5. A well-made 4 1/2 x 6" square Tropical Fish net.....**Each, 35c**
- No. 6. A well-made 7 x 10" square Tropical Fish net.....**Each, 60c**

AQUARIUM SCRAPERS—A very handy device for scraping algae and scum from the aquarium without removing the water.

Price, each, 25c

GLASS FEEDING RINGS—Small tubular glass shaped into a hollow 2 1/4" square to float. Food placed in the center will not float all over the aquarium.

Each, 10c

RESERVOIR DIP TUBES—Very convenient for removing uneaten food and sediment from the bottom of aquariums. Large size, 16" long, well made.

Price, each, 40c

FISH LICE REMEDY

CONTROLLING FISH LICE—At times during the warm Summer months Goldfish become infested with a sucking parasite about 1/8" to 1/4" diameter called the Fish Louse, which is easily visible.

We recommend a new remedy furnished in tablet form. One tablet treats ten gallons of water and the fish lice will leave the fish in two days. A small drip of fresh water can be used while treating the fish, but the strength should be increased after 24 hours, and fish removed to clean water the third day. (Instructions with each lot of tablets.) The tablets will kill the lice in about five days, if the water is kept at proper strength.

If you write us about this mention exact size of pool and average depth of water.

Price on application.

FISH THAT EAT FISH LICE?—A lot has been written about this subject and we have tried various kinds. Here is our recommendation to those who want to try it. At any time we can ship a small native fish (the common creek Sunfish), size 1" to 1 1/2" long which we have found effective in controlling Fish Lice and Anchor Parasites. However, only about 12 should be present in the pool of 1000 gallons. They multiply very fast when mature but are most effective while in the young, growing stage, and should be thrown away when they get too big, as they can injure the Goldfish fins and tails, etc. During cold or cool weather they ship safely and will stand freezing temperature. These may be ordered and shipped with Goldfish in Spring.

Price per dozen medium sized Sunfish, including can.....75c

Supplies for Goldfish Pools

STRONG POOL NETS—These are well-made nets with copper-plated iron rims, best grade of heavy netting and heavy hardwood handles. Will last several years.

- No. 10. 10" diam. with 15" handle. **Each, 85c**
- No. 11. 11 1/2" flat front with 24" handle.....**Each, \$1.00**
- No. 13. 13" diam. net with 24" handle.....**Each, 1.00**
- No. 16. 16" diam. net with 72" handle.....**Each, 1.50**

NETTING—We can supply a very good grade of cotton netting, the same as we use in our Goldfish nets, seines, etc., 1/4" mesh, 36" wide, per lineal foot, 45c (10 or more feet at 40c per foot).

LAKEVIEW WATER LILY FERTILIZER—For plenty of big Water Lily Flowers in your pool use this fertilizer. Easy to use and inexpensive. Mix in the proportion of 2 pounds (approximately 1 quart) to 1 bushel of good soil. Furnished in 2 and 8-lb. cans.

Per 2-lb. can (1 quart), **each 25c**

Per 8-lb. can (1 gallon), **each 85c**

LAKEVIEW POOL PAINT is a special non-poisonous concrete enamel, sky blue in color. (See next page.)

Per quart, \$1.25

WATER LILY TUBS—We list several sizes of Water Lily boxes and tubs. (See page 7.)

Building a Goldfish Pool is Real Fun!

By Following These Suggestions You Will Have a Pool to be Proud of!

BEFORE building a pool, certain questions in your mind should be answered. You will want to decide **WHAT KIND OF POOL** you would like, what **SIZE** it shall be, and **WHERE** to put it. May we suggest if you have not decided what kind of pool to build, that you will be aided by a careful study of the various pictures in this Catalog.

There are, in general, two kinds of pools. The Formal, which includes all the geometrical shapes such as round, square, rectangular, etc., and the Informal or irregularly shaped pools, which lend themselves very well to a naturalistic background, or a rock garden effect. Both types are equally popular and offer equal possibilities for decorative effect.

As for size, the space available, the amount of investment, the number of lilies wanted, etc., should be considered. In general, a water surface of 10 x 7 feet (70 square feet) would be considered a good medium sized pool. This would easily accommodate a collection of 6 to 8 water lilies, some lotus, bog plants, floating plants, and a nice assortment of fish. Also it would not be very expensive to build, especially if the work is done by the owner as a spare-time occupation.

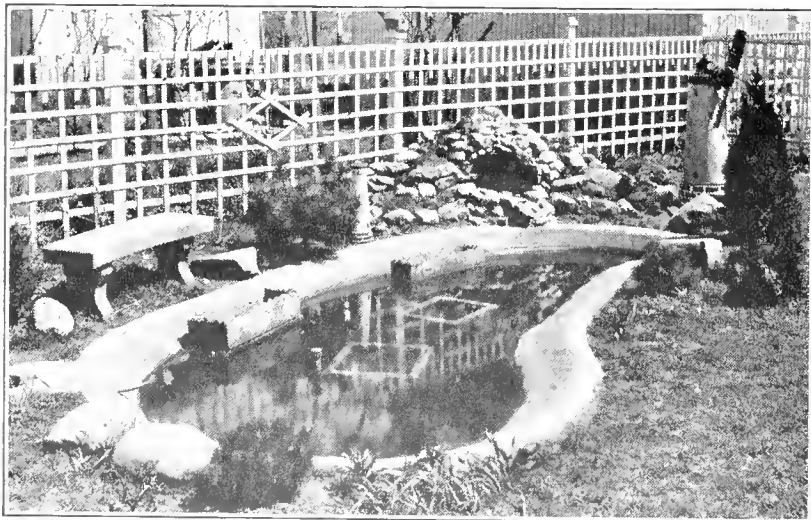
In discussing the location, consider the availability of sunlight, as water lilies must have quite a bit of sun to bloom profusely. However, the shadow from a nearby tree or building, which may fall over the pool on hot summer afternoons, will not be unwelcome; especially to the fish, as this may keep the pool from becoming too hot for the comfort of Goldfish in July and August. However, we would rather have more sunlight than not enough.

INFORMAL POOLS

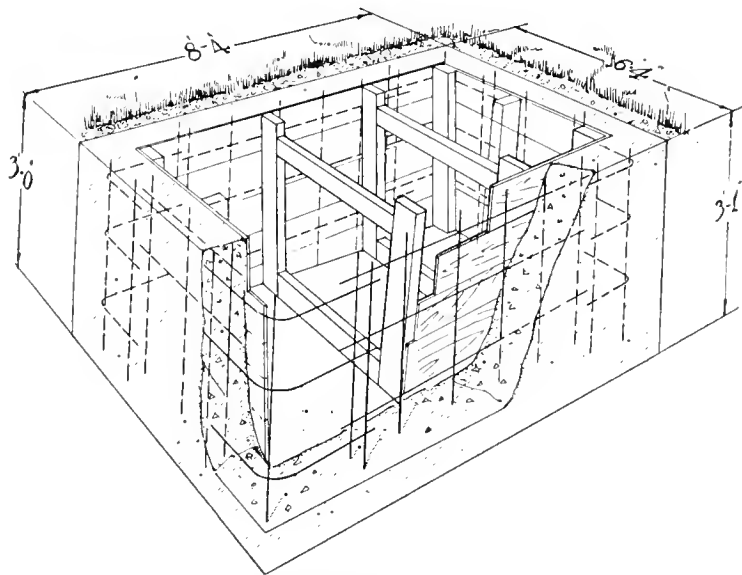
An attractive informal pool of any size may be built without forms by simply hollowing out the chosen space to the desired shape. When the ground is prepared, the sides trimmed to a slope of approximately 35 to 45 degrees, and the filled-in spots rammed hard, you are ready for the reinforcing wire. For this purpose the 3/8-inch deformed steel rods laid in 12-inch squares will be best for large pools, but farm fencing of No. 9 to No. 12 gauge wire, in mesh not over 6 inches each way, will be easier to lay and prove very satisfactory. Reinforcing is necessary in concrete pools and your work may be for nothing if it is omitted, as the bottom or sides may then leak hopelessly through cracks.

Even steel or wire may not be an absolute preventive of cracks, but should a crack develop in a reinforced surface, the pieces will hold tightly together and the crack may be made watertight by cleaning the surface, drying thoroughly and pouring in melted roofing tar. Another good method is to chip away a little concrete on both sides of crack, dampen with water, then tamp in a nearly dry mixture of 1 part cement to 2 parts fine sand. This can then be painted over with a cement and water paste, and the pool will be as good as ever. When wire fencing is used, allow it to overlap 6 inches at the joints, and when pouring, raise or move it so it will be in the middle of the concrete surface. We recommend 4 to 6 inches of concrete for informal pools, believing that the extra thickness may save you a great deal of trouble in the long run. An overflow and drain like the one shown on Page 5 should be provided—however, this can be omitted if the water is to be syphoned off. Rock decorations will add to the natural appearance.

If Goldfish are to be wintered in an informal pool, it must have an area of at least 4 feet diameter, having a depth of at least 30 inches from top of pool, so as to allow 24 inches of water during the winter.



This photograph shows a well-made informal pool just ready for planting. Notice the submerged lily boxes and the two long boxes for planting shallow water plants. (See also next page.)



This sectional drawing shows the construction of a small formal pool of 7 x 5 feet surface with side walls 8 inches thick. A better size is 7 x 10 feet inside water surface. (See text below.)

FORMAL POOLS

Of all the formal types of pools, the rectangular shape, about 7 x 10 feet or 8 x 12 feet is the most popular, and very easy to make. In firm ground it is sometimes possible to dig a narrow trench (6 to 8 inches wide) to the required depth and to pour the walls without forms or with low forms for the top part, if walls are to extend above the ground level. When this method is followed, the reinforcing wire mesh (Farm Fencing is very good) is now put into the trench and concrete poured. Then after two days the center can be dug out and the bottom poured, being careful to get a good joint later when applying the smooth coat with brush and trowel.

PLACING THE FORMS—If forms are to be used (see above), usually the inner forms only are needed, and the whole pool can be dug out at one time. Be careful not to cave in the sides while placing forms, and place forms to set up six inches to allow room for the bottom, so that when the bottom is poured it will knit well with the side walls. For the same reason, try to pour the whole pool in one operation. Reinforcing wire must be used to get a strong leak-proof pool. Farm fencing of No. 9 to No. 12 gauge wire with mesh 3 to 6 inches apart will be very satisfactory and should be kept near the center of the walls and bottom, i.e., in the center of the concrete when poured. We recommend 6 inches of concrete for sides and bottom of this type pool.

The slope shown on cut on the following page is desirable, but not necessary. (See winter care of pools, Page 19.) A drain should be provided before the concrete is poured; however, this can be omitted if you care to save the expense (a few dollars) and wish to syphon with a hose when draining the pool. Nevertheless, a drain is a big convenience, even if the pipe is laid only a few feet beyond the pool, as the water will seep out when drain pipe is opened. (And perhaps later on you will want to continue the drain to lower ground.)

CAUTION—A new pool must be filled with water and allowed to stand for a few days, then rinse out thoroughly and drain. Refill immediately and allow the water to stand another week, then drain again. This will remove the alkali in new cement, which would be very injurious to fish or plants. Repeat this draining a third time in another week, as it will then be in still better shape for the fish. No salt or other chemical is needed to condition a pool, but keep it filled to the brim while curing it.

POOL PAINT, ETC.

LAKEVIEW POOL PAINT is a special non-poisonous under-water concrete enamel for pools. It is sky blue in color and will add to the appearance of a pool, stop porosity of cement and seal minor cracks. Apply with a brush, giving the pool two coats, allowing 24 hours between coats. Covers 450 square feet per gallon one coat. Directions on can.

Recommended also for swimming pools. Directions on request.

Per quart **\$1.25** Per half-gallon **\$2.35**
Per gallon **\$4.50**

Lakeview Pool Caulking Compound is light in color and will permanently seal minor cracks in pools. Retains its elasticity indefinitely. Clean out cracks well and apply with knife or spoon when pool is dry.

Per 1-lb. can....35c each Per 2-lb. can....65c each

Planting and Culture of Water Lilies in Pools

WATER LILIES will bear many large flowers or a few smaller ones in direct proportion to the amount of sunlight, the amount of growing space, and the richness of their soil. Lilies grown in pots or small boxes will therefore be somewhat dwarfed. Water lilies are easier to grow than roses and many other garden plants. In the first place, after planting they need no further watering—and the elimination of that requirement will save much labor.

AQUATIC PLANTS are subject to few insect pests, but if aphids is noticed, a quick remedy is to wash them off the top of lily leaves and other plants with a hose and force down the overflow pipe to the sewer. A healthy condition in the pool is maintained by keeping the water clean and the level fairly constant. At times green scum may appear, and a good remedy is to let the pool overflow slowly for several hours through a coarse strainer or with strainer removed if only larger fish are present. If any caterpillars or leaf worms are noticed they should be picked off the plants. Do not drain the pool more than twice a year—Spring and Fall.

HARDY WATER LILIES can be planted from the middle of March until September in our latitude, and even later in the Southern States. **TROPICAL WATER LILIES** in our latitude should not be planted in pools until end of May when the weather is settled and the water is about 70 degrees. If planted earlier and chilled they will be set back several weeks in their growth. Hence we do not ship Tropical Water Lilies to Northern States until the end of May. Orders to Southern States can be made a few weeks sooner. Other than this, **TROPICAL WATER LILIES** are planted like Hardy Lilies, but they are treated as annuals, to be replaced yearly, unless wintered in a conservatory.

HOW TO PLANT WATER LILIES

First remember—Never allow aquatic plants to become dry. When lilies are received they must be placed in water or covered with wet burlap. Try not to allow the leaves to wither. In planting, place the tubers with the growing crowns even with the surface, and cover over with soil. It is not necessary to drain the water from a pool to plant the lilies, as this is never done in commercial propagation, nor is it hard to insert the roots under water.

Each box, or the part of pool filled with soil, should be covered with a layer of sand 1 inch thick so as to keep the water clean and prevent fish from disturbing the plants. Follow this practice in planting all sorts of aquatics which grow in soil.

The most satisfactory method of planting in larger pools is to install a box for each plant. These boxes should be from 18x18x9 inches to 30x30x12 inches deep. If water is more than 30 inches deep, the boxes should have a tight bottom and be raised on stones so that the crowns of lilies are not more than 8 to 12 inches under water when pool is filled. (We list two sizes of Water Lily Boxes on Page 7. They are inexpensive and very serviceable.) About 6 to 8 square feet of water surface should be allowed each Hardy Water Lily and 8 to 12 square feet for each Tropical Lily.

In smaller pools a space, say, 4x5 feet, can be partitioned off with a board wedged tightly; or a brick wall one brick wide and four courses high can be laid. This pocket can then be filled with soil and will support four or five lilies nicely. The entire bottom of a small pool can be filled with 6 inches of soil, then tamped and covered with 1 inch of sand, if it is desired to have a lot of plants.

In natural ponds, simply press the roots into the soil and then cover lightly with small flat stones to anchor until the roots take hold. Allow six to eight feet diameter for each lily, and if you do not wish them to mingle too closely, give each species a considerable area to itself.

SOIL TO USE

All aquatic plants like a rich loamy soil with clay base. If this can be procured from a garden or meadow no fertilizer is needed. A good soil can be prepared by taking the top 4 inches of sod from a pasture, breaking it up well and adding one quart Lakeview Water Lily Fertilizer to each bushel of soil. Soil in lily boxes should be changed every two years. One pound of Lakeview fertilizer can be added to each box every year to produce growth; however, you will have more and larger flowers by buying fresh young plants every few years.

Water lilies described as "Prolific Growers" or "Vigorous Plants" can use from 2 to 4 cubic feet of good soil per plant. If you give them less they will bloom and leaf in a smaller way, but the small and medium types of lilies are best for smaller places.

Most water lilies do best if started in shallow water (3 to 5 inches) until they begin to leaf nicely. Then raise the water level or lower the boxes so they have 8 to 12 inches in Summer. Any hardy lily or hardy aquatic will survive the Winter if ice and frost do not get at their roots. Hence for Winter lower lily boxes under ice level or protect pools with boards so that very little ice will form.

WINTER CARE OF POOLS

Most people now leave their Goldfish outdoors all winter. When pools are well built as described on page 18 there will be no danger of them cracking from freezing. However, it is a good idea to cover your pool with boards and leaves, to protect it from the very severe weather. When this is done, very little freezing takes place.

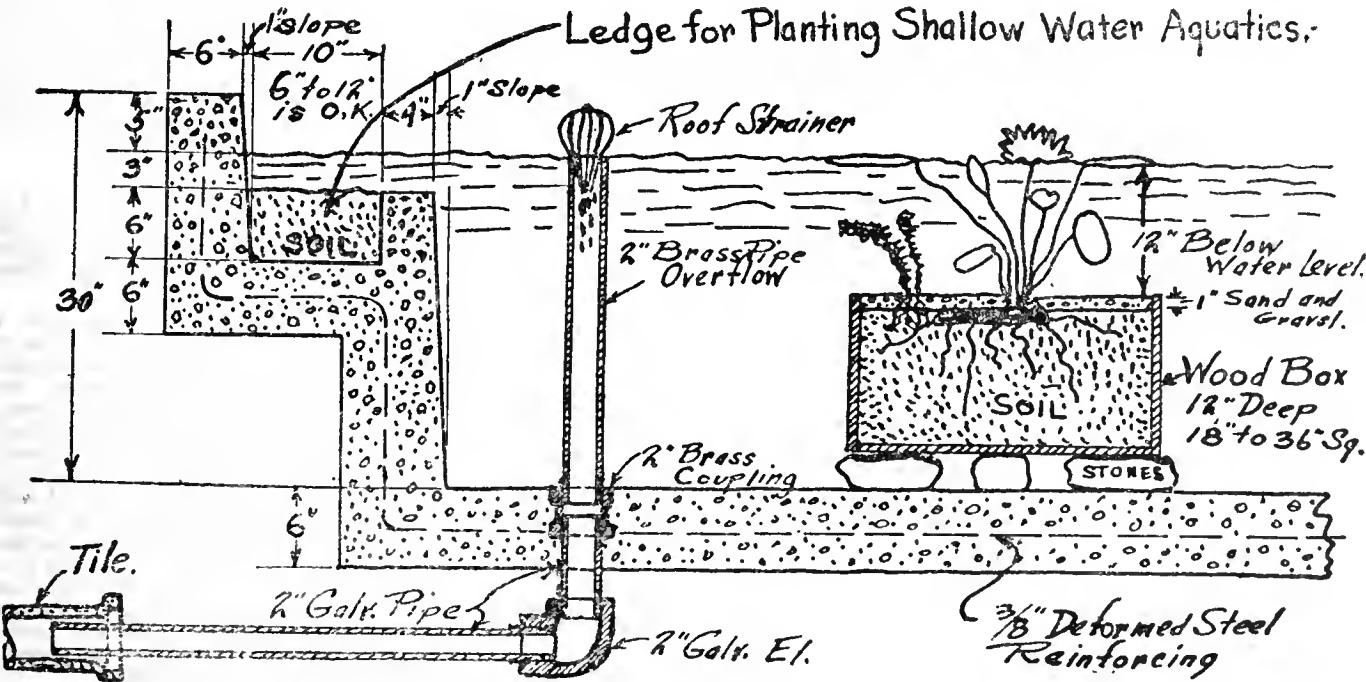
Hardy water lilies and hardy pool plants should be moved to deep water for the winter and will come through safely if no ice reaches to the top of the boxes so that the crown of the plant is not frozen. Dead leaves, etc., should be removed from the lilies and kept out of the pool during the winter. Also inspect the water level when pool is covered for any length of time. If you decide to drain the pool for the winter the drain should be left open, the pool filled with leaves and covered with a few boards.

WINTER CARE OF GOLDFISH

When pools are drained for the Winter, the fish may be wintered in a large aquarium or in tubs covered with wire, and kept in the basement near a window. If tubs are used, a good idea is to have a hole in the side of tub about four inches from the top, to allow the water to overflow and to have a petcock to spray a small but continuous jet of water into the tub. Never use a new galvanized tub, as the poison given off by new galvanizing will kill the fish. A wooden tub or used wash tub is satisfactory if thoroughly cleaned, and if there is no trace of soap, or other foreign matter.

Goldfish will stand wintering in the larger types of pools or ponds if they do not freeze to a depth greater than ten or twelve inches and if there is at least twelve to eighteen inches of water beneath the ice. In our locality ice on pools varies from two to six inches, and seldom is any thicker. During long periods of solid ice it will be well to open a hole about two feet square to allow some aeration of the water. Inspect the pool from time to time to be sure it has plenty of water. Your customary Fall feeding can be given through the ice three times a month during Winter if a lot of fish are known to be in the pool. If only a few fish are in the pool and there are some plants, lilies, etc., only feed lightly about twice a month. This is a precaution, as it is better to have the fish slightly hungry than to foul the water. Fish are quite inactive when they "hibernate" in cold water and do not need much food. They become more active as the water warms, and when it gets to be about sixty degrees, along in April, they begin to think of spawning, and will want some Water Hyacinths.

Ledge for Planting Shallow Water Aquatics:



This sectional drawing shows the construction of a well-made reinforced concrete pool for lilies and Goldfish. The Ledge can be constructed on one or more sides of the pool, depending on effect desired. It is built to accommodate the floating plants (Water Hyacinths, etc.) and the shallow water plants (Cattail, Pickerel Rush, Water Canna, etc.) Where no ledge is provided, soil boxes, buckets, etc., properly arranged, will give a good effect.

Shipping Methods and Terms of Sale

THE use of our Order Blank will be of assistance to you, and to us. Please fill out all the information requested, so as to avoid delays and mis-shipment. If you write regarding your pool or aquarium, always use a separate sheet of paper.

HOW WE SHIP—We prefer to ship all perishable or fragile articles by Express Collect, but plants and small supplies can be sent by Parcel Post when specifically requested, and when additional funds are sent to cover the postage charges. See Parcel Post Schedule on back of order blank.

ORDER EARLY—To be sure that you will get everything that you want, we request that you order early in Spring, as it is impossible to carry our complete line of fish and plants through the entire Spring Season. The articles ordered will be reserved for you and shipments made at the proper time for your locality. **TROPICAL LILIES** will not be shipped to any of the Northern States before June 1st, as weather conditions do not permit safe planting until then.

GUARANTEE OF FISH, ETC.—We guarantee live arrival of Goldfish, Tropical Fish and Scavengers, with these exceptions: We do not guarantee live delivery of extra large Goldfish, or Mated Pairs during the period from June 10th to end of August, and we do not guarantee live arrival of Tropical Fish during very cold weather.

GUARANTEE OF PLANTS—We guarantee to ship you best quality plants true to name, and to have them arrive in good condition. In case of error, we will adjust our mistake, but will not be responsible for more than the amount paid us, nor can we be responsible for growth of plants after they are received by customers, since we no longer have control of such conditions as light, soil, water, and general care, and cannot be responsible for losses in the rehandling of plants by dealers. *If you are not satisfied with any of our Aquatic Plants or Water Lilies, return them to CINCINNATI, OHIO within two days after receipt, and we will replace them in full or return your money, including any Express Charges paid by you.* (See also claims for damage.)

CLAIMS FOR DAMAGE—In case any shipment is received from us in bad condition from the Express Company, fill out the Company's "Received in Bad Order" slip and send it to us at once, together with information as to how water was changed (in the case of Goldfish shipments), and all other details. We will replace such losses by an additional shipment on which charges only are to be paid by you. In case any shipment of Aquariums, Glassware, etc. should be broken on receipt, be sure to get the expressman's signature on bad order slip at once.

SHIPPING CANS—Small orders for Goldfish and Tropical Fish must carry an additional remittance of 50c for shipping can which may then be kept. Larger orders of Goldfish may be shipped in our special cans at no additional charge to you, provided the can is promptly returned by Express Prepaid, for which there is a special return rate of only 20c per can, from any point in the U. S.

TERMS—All orders must be paid for in full before shipment can be made. We do not ship C.O.D. **REMITTANCE** may be by Postal Money Order, Express Money Order, or by check, and should be made payable to LAKEVIEW PONDS. (Stamps or cash may be sent with smaller orders.)

All merchandise is quoted F.O.B. Cincinnati, Ohio, unless otherwise stated. This means that transportation charges are to be paid by customers, except on special items and collections, where it is stated that charges are prepaid by us.

PRICES—Our prices are as low as can be quoted for quality merchandise from a reliable concern. By paying the transportation charges you are buying most advantageously, for our prices are determined on this basis, and our central location assures you low delivery costs. *Due to the uncertain conditions prevailing, all prices are subject to change without notice.*

Items marked Postpaid are for delivery in the 48 States of U. S. only.

NON-WARRANTY—Lakeview Ponds makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name; and our liability in any case shall be limited to the replacement of such items as are short or damaged.

How to Grow Baby Goldfish in Your Pool

HANDLING GOLDFISH—Whenever larger Goldfish are handled be careful not to rub off too much of the Protective Coating of "slime" on them because it acts as their outside layer of skin.

Always handle them in the shade. If you have occasion to drain your pool do so when it is cool, preferably early in the morning or towards evening and not in direct sun. Never keep fish in a can or bucket in the sun. Put them in shade and keep cool.

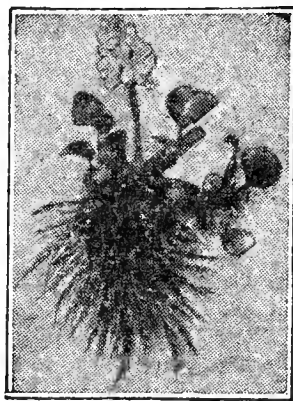
BREEDING STOCK—All varieties of adult Goldfish will interbreed, i. e., Common Goldfish will breed with Fantails, Calicoes, Telescopes, etc. To have pure bred stock each variety is bred separately in our large hatchery and all breeding stock is very carefully selected each year.

SPAWNING—Spawning season for Goldfish (in Southern Ohio) is during April, May and June. In Southern States it starts earlier, in Northern States later. Mid-season spawning will produce best results.

Goldfish lay their eggs on the roots of floating plants or on grass, weeds, leaves, etc., in shallow water. Results have proven conclusively that in pools best results are obtained by using Lakeview Water Hyacinths, the ideal plants for spawning.

Goldfish eggs are approximately $\frac{1}{8}$ " in diameter (size of a pin head), they are globular, amber to transparent, gelatinous and adhesive under water (a miracle in itself). They adhere on contact with a rootlet in water.

Spawning takes place usually in the morning, and first signs are the "Driving" of the female by one, two, or more males, who push her around, and are continually at her side nudging, pushing, bumping and helping her to expel the eggs which are laid a few at a time with the male fish in attendance. The eggs are then fertilized by the males after they are spawned. The males expel their "Milt" as they swim beside the female depositing the eggs. They are fertilized therefore while they are in



LAKEVIEW
WATER HYACINTHS
AND
FISH FOODS

Two real big helps in raising baby goldfish in your pool. Use some Lakeview Water Hyacinths and Lakeview "Five Fishes Brand" Foods.

the water, and those which do not contact the life-giving germs will be infertile, and soon will be attacked by fungus growths and disappear.

HATCHING GOLDFISH EGGS IN A POOL—After the eggs are laid on the roots of the Water Hyacinths the plants can be removed to a screened off part of the pool, where the Goldfish and other water creatures cannot get at them. Goldfish spawn, and newly hatched Goldfish are an easy prey, and a delicate morsel much loved by many creatures of the water, besides the larger fish (one inch and up). A floating box with wire screen bottom can be used as a "hatching box" for a few plants with spawn on. One Water Hyacinth may have from 200 to 1,000 Goldfish eggs on it.

FEEDING AND RAISING THE BABIES—In about five days the little fish will be seen swimming around searching for microscopic animal food in the water. Now begin to use a little Lakeview Baby Fish Food each day. (Directions on can.)

It would be well to keep the larger fish away from a part of the pool by using a quarter-inch mesh wire or a slat partition, unless you have a great many floating and creeping plants, and a shallow water portion where the babies can hide among roots, and rock and leaves. After they reach about one inch in size they are safer, but then there are other enemies to be guarded against, such as certain snakes, cats, water birds, etc. However, it is comforting to know that in a well stocked, and well planted pool, if you provide the proper plants for Goldfish to spawn on, and just let nature take its course, some of the young fish will survive and grow up to maturity. By assisting, of course, you can increase the quantity of survivors. As soon as the young fish are about an inch long begin feeding them Lakeview Goldfish Food for Pools, and Lakeview Wafers in small pieces. They will be seen feeding with the larger fish.

FROM

PLACE
POSTAGE
STAMP
HERE

LAKEVIEW PONDS

AQUATIC PLANTS AND ORNAMENTAL FISH

5579 COLERAIN AVE. MT. AIRY,

CINCINNATI, OHIO

D-C O

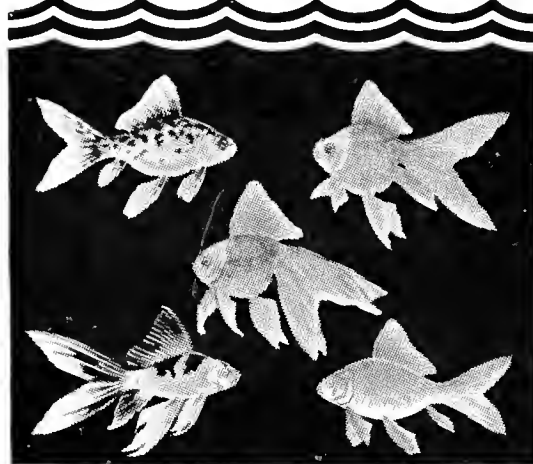
Be Thrifty; but Treat Your Goldfish Well!

For Outdoor Pools Ask for the Big Money-Saving 8-oz. Can

Lakeview Five Fishes Brand Fish Foods contain the finest ingredients obtainable. They are carefully prepared at our large modern Goldfish and Tropical Fish Hatchery and are tested in our many pools and aquariums where thousands of Fancy Fish are grown each year. You can use Lakeview Fish Foods with the satisfying knowledge that you are not only giving your fish the best food obtainable, but that you are saving money, because of the generous new size packages, and the low prices at which it is sold. So ask for LAKEVIEW FOODS, and "treat your Goldfish well!"



LAKEVIEW



FISH FOOD

Complete Line of Tested Goldfish Foods

New Modern Packages Larger Sizes

1. LAKEVIEW WAFER FISH FOOD *Per package 10c*

Twelve large sheets of finest quality wafers in smart new box. Use freely for aquariums or pools. Wafers float on water and bring the goldfish to the top of the pool where you can see them. They will not sour the water.

2. LAKEVIEW NATURAL FISH FOOD *Big 2 ounce shaker top cans 10c*

Double the usual package of Natural Fish Food, for the same old price, 10c. Fine quality food for aquariums or pool use. Make it your main stay for indoor use.

3. LAKEVIEW GOLDFISH FOOD FOR POOLS *New giant size 8 oz. shaker top cans 25c*

This food especially prepared for use in Outdoor Pools or large indoor fountains where a quantity of Goldfish are kept. Very economical to use. Full directions on each can.

4. LAKEVIEW PURE DRIED SHRIMP *1 ounce shaker top can 10c*

5. LAKEVIEW PURE DRIED SHRIMP *5 ounce shaker top can 35c*

Very best grade cleaned shredded Sun Dried Shrimp free from shells. Good for all kinds of aquarium fish as a special treat once in a while. Used also for tropical or salt water fish.

6. LAKEVIEW TROPICAL AND BABY GOLDFISH FOOD *1 1/4 oz. shaker top can 10c*

A very nourishing food carefully prepared and specially fine ground so it can be used for very small aquarium and pool fish. Directions on cans.

7. LAKEVIEW TURTLE AND NEWT FOOD *Per pkg. 10c*

For Turtles, Newts, Frogs, Salamanders, Chameleons and baby alligators.



SPECIAL OFFER

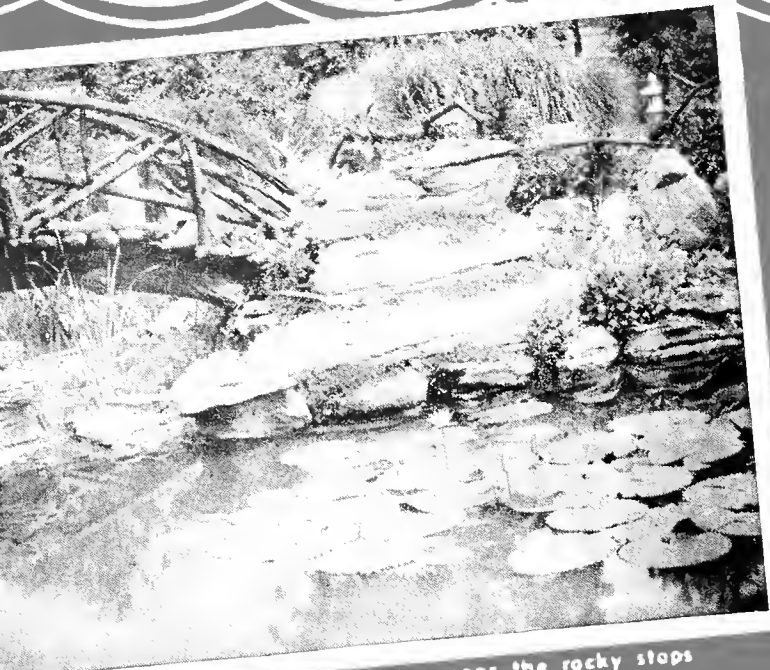
Send stamps or coins for three sample packages of foods; one pkg. Wafers, one natural and one Baby Goldfish Food, all postpaid for only **30c**

Two Giant 8 ounce cans Lakeview Goldfish Food for Pools Postpaid **60c**

Two Giant 8 ounce cans Lakeview Goldfish Food for Pools and six assorted small packages of Lakeview Fish Foods, a complete supply of all foods needed. Postpaid in U. S. for **1.00**

The Goldfish Pool*

"The Most Interesting Spot
in the Garden!"

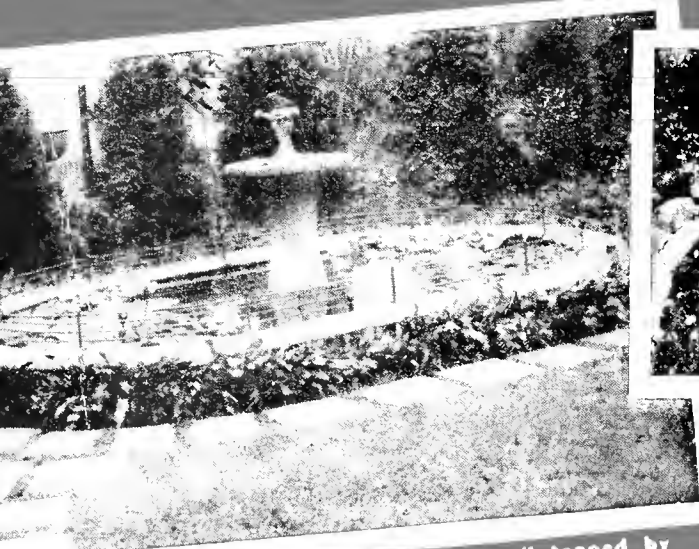


Tropical Water Lilies blooming near the rocky steps complete this lovely garden pool

Descriptive Catalog for GARDENS POOLS and FISH



"Missouri" is the finest White Tropical Water Lily. The form and texture of its large flowers are superb



This beautiful Formal Pool has a raised wall topped by a neat fence. Underwater lights illuminate it at night

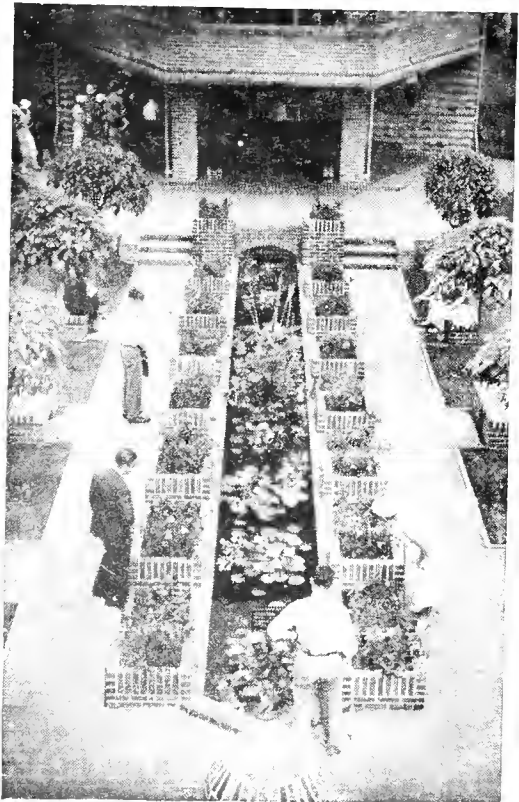


The large lotus leaves stand high above the water surface and add much to the charm of a pool



The overflow from this lovely pool turns a small wheel in the miniature "Mill" as it flows away

KEEP THIS VALUABLE HANDBOOK
on the Care of Fish and Water Plants for Pools and Aquariums



Our large Formal Pool at the Chicago World's Fair "A Century of Progress" was admired by thousands of visitors

\$1.00 SPECIALS

Dress up your Pool with one or two of these choice money saving collections! Here's how to make a little bit go a long way in pool enjoyment. Only \$1.00 for each Collection — Postage Paid East of Rocky Mountains.

FLOATING PLANTS

Six large floating plants of three varieties and a few miniature floating plants (Salvinia).

Collection No. F1

OR Eight choice Lakeview Water Hyacinths.

Collection No. F3

TALL GROWING PLANTS

Eight choice tall growing plants including two Water Cannas, two Pickerel Plants, two Assorted Flags, one Cattail and one Umbrella Plant.

Collection No. P6

TRAILING VINES AND CREEPING PLANTS

That will form a mass of lovely foliage and dainty flowers in shallow water: — Two each, Parrot Feather, Floating Heart, Water Poppy and Primrose Creeper and one Odorata Hardy White Water Lily.

Collection No. P5

HARDY WATER LILIES

Four choice Water Hyacinths, one Yellow Flag and one Hardy Water Lily white, yellow or pink (indicate color preferred).

Collection No. P7

ALL FIVE of the above collections, A Super Value, Postpaid only \$4.50.
(Specify collection No. X2)